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Ethical Praxis in Body Scanning: An Experimental Study into 3D laser Scanning in Fashion and Textiles/Surface Design

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Ethical Praxis in Body Scanning:

An Experimental Study into 3D laser Scanning in Fashion and Textiles/Surface Design

CADE 2005 Post graduate research conference:

held at the Watershed & hosted by The University of West England, Bristol:

March 23-24th 2005.

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Overview of the presentation

- Background
- Introduction to experimental laser scan study
- 3D laser scanner + 3D software
- Ethical approach to scanning male and female bodies
- Pre-test methods
- Methods for 3D body scanning experiment
- Analysis of data
- Results + Conclusions

Aim of the study: informed by review of literature

- The aim of the study focuses on the evaluation and testing of the 3D scanner and 3D scanner software to understand the value and methods of integrating the 3D laser scanner with 3D CG/CAD software, to extend the research into the areas of wearable technologies.
- Section below from Literature Review in Taylor, A. and Unver, E. (2005) '[An experimental study to test a 3D laser Scanner for body measurement and 3D virtual garment design in Fashion education](#)'. In: *Wearable Futures – Hybrid Culture in the Design and Development of Soft Technology*. : University of Wales. pp. 1-14. ISBN 978-1-899274-34-5:
- 3D fashion researchers at London College of Fashion are exploring collaborative interdisciplinary projects using 3D technologies and smart clothing/products. Marks (2005), University of the Arts (2005). Specific application of 3D body scanning as a tool for improved construction of smart clothing is described by Nam, et al; (2005). The group use a 3D body scanner to test the fit of Liquid Cooled vests currently worn by astronauts, firefighters, and pilots. The analysis of 3D scan data results will assist in the development of improved fitting functional garments, for a wider performance clothing market in the future.

Objectives of the study

1. To evaluate 3D Laser scanner in fashion education
2. To body scan a sample group of students
3. To introduce ethical approaches to scanning bodies
4. To develop new methods for integrating 3D body data

Future Prediction:

3D Body Measurement Systems

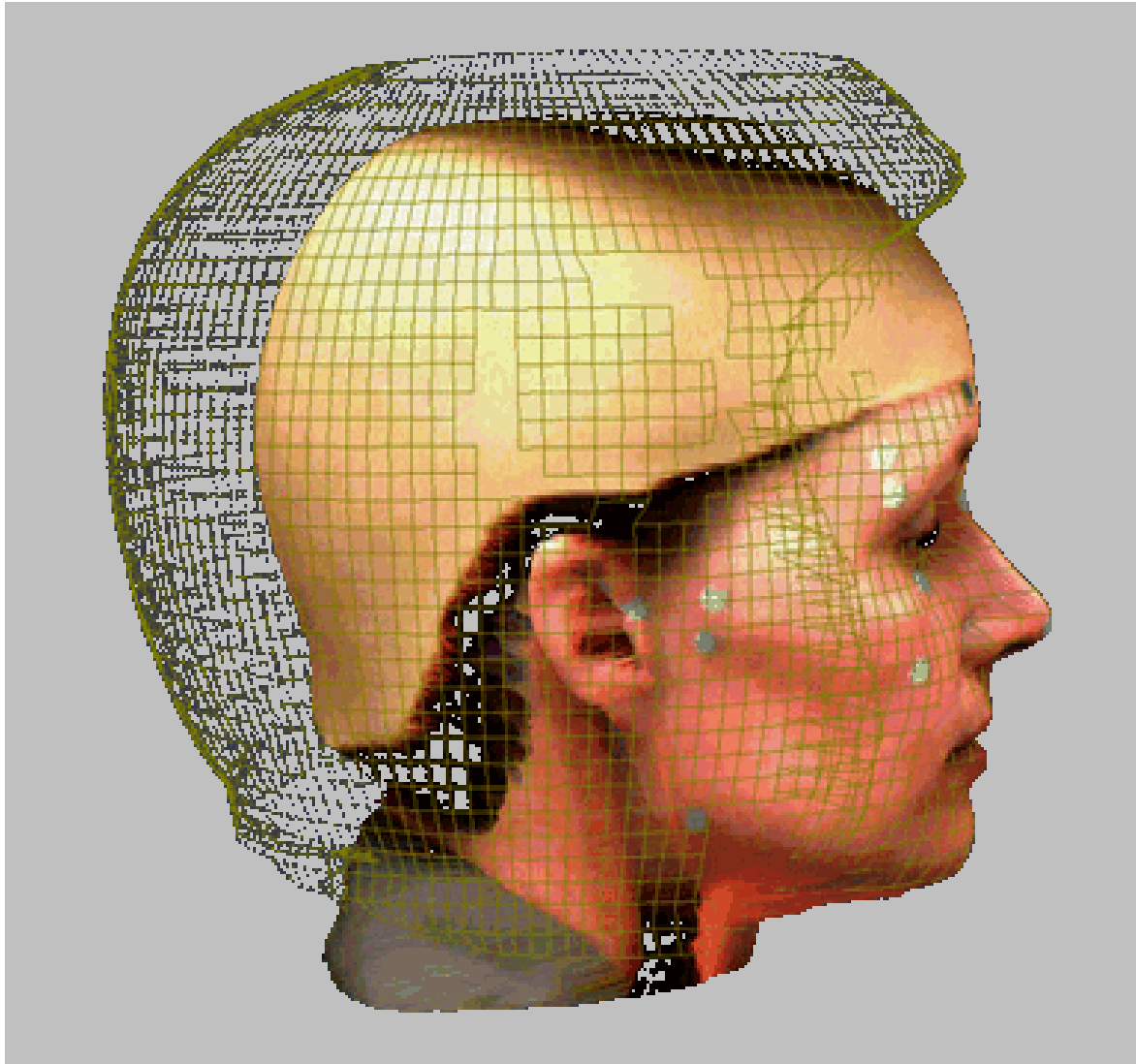
- **“3D measurement systems will permit inversion of real objects back to CAD models, creating an explosion of custom fit, ergonomically optimised goods, exact replacement parts, and perfect replicas.”**

-

Potel, M .2000;

‘Applications 2000,’ in, *IEEE Computer Graphics and Applications*.

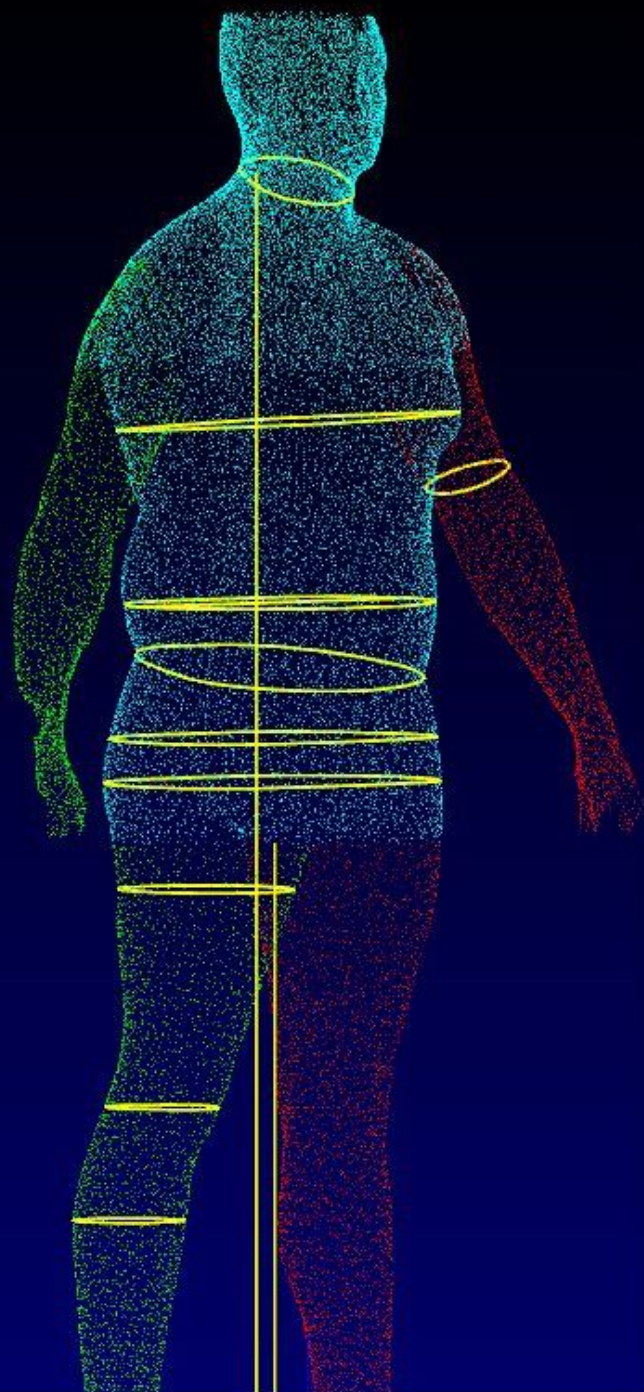
3D body Scanning and fit software
original research and developers of high performance fitted clothing
by government military research. **Ethical issues.**



3D Whole Body Laser scanner & services:

Offers data protection, private changing and specialist service and body scan suits

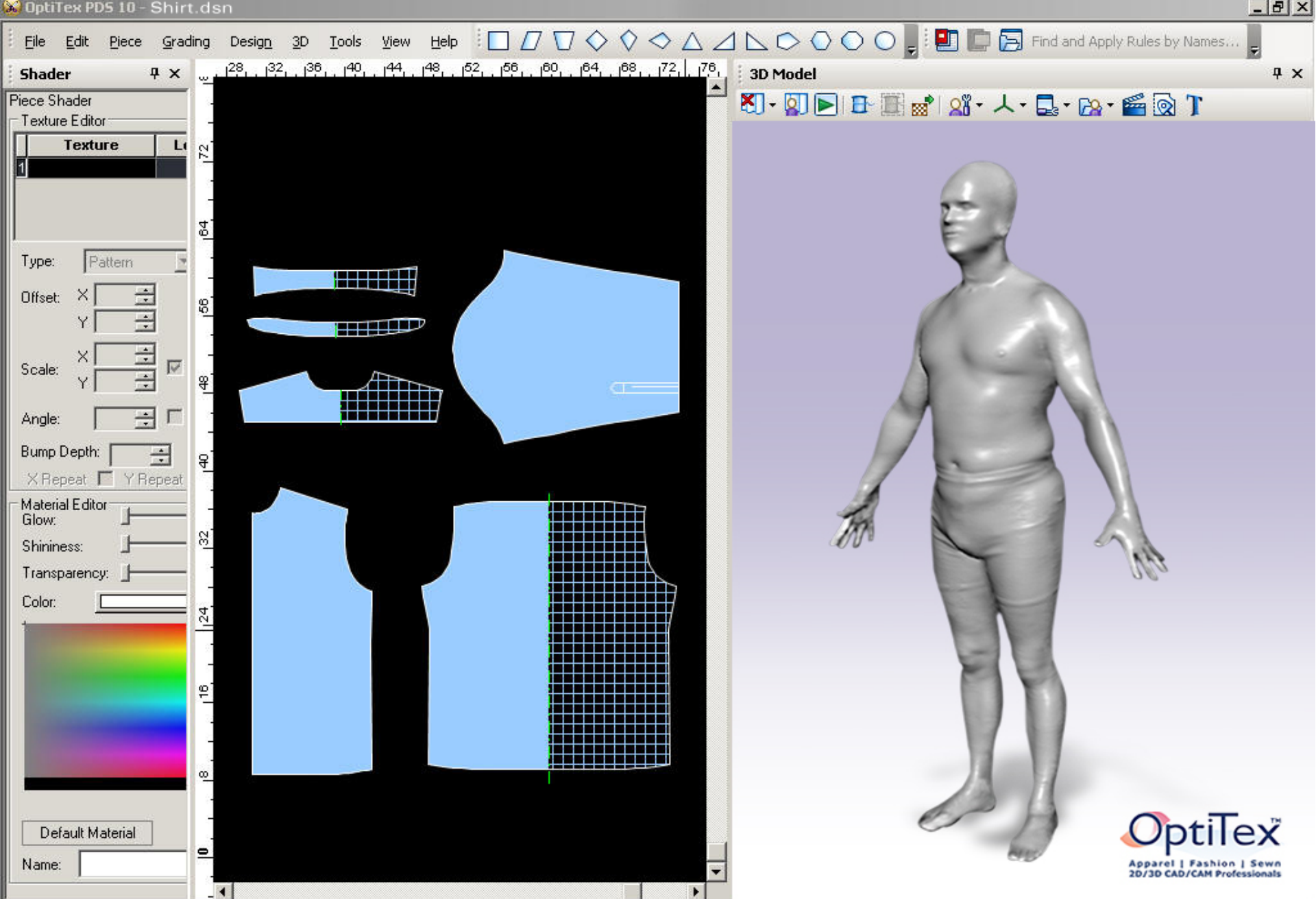




3D Extracted Measurements	
Display All Measurements	Units : inches
Shirt_Collar	: 16.71
Bust_Full	: 46.13
Bicep	: 12.37
Stomach_Full	: 43.27
Waist_Min	: 39.62
Hips_Full	: 45.29
Seat_Full	: 44.19
Thigh_Max	: 25.92
Knee_Right	: 16.61
Calf_Right	: 15.83
Neck_BackHeight	: 61.91
Inseam_Max	: 31.79
Bulk_Volume	: 3.32
Torso_Volume	: 2.27
Leg_Volume	: 0.73
Arm_Volume	: 0.31
Stomach_Width_Depth_Ratio	: 1.41
Stomach_Width	: 15.65
Stomach_Neck_Ratio	: 2.59
Weight_lbs	: 222.00
height_in	: 71.50
Age	: 24.00
Left_Arm_Volume	: 0.16
Right_Arm_Volume	: 0.16
DEXA_BF%	: 21.80
Body_Fat_from_Measures	: 22.22

**New Results Indicate [TC]²
3D Body Scanning
Measures have Very High
Correlation to Body Fat
Composition from DEXA
Scanning**

By Dr. David Bruner, [TC]²
<http://www.tc2.com/>



Body scan data can be imported into OptiTex 3D for pattern design, textiles design visualisation.

Models

Clothes

Materials

Chat

Settings

Draped

Designs



You are in:



Shirt.clt



Im8474.clt



Im8476.clt



Adam Jeans.clt



Tefron Shirt



Te basketball pant



Basketball Suit



basketball top : Conventional.c



Conventional.c



Conventional c discovery bottc



Jeans And TSh



Jeans.clt



Jeans.clt



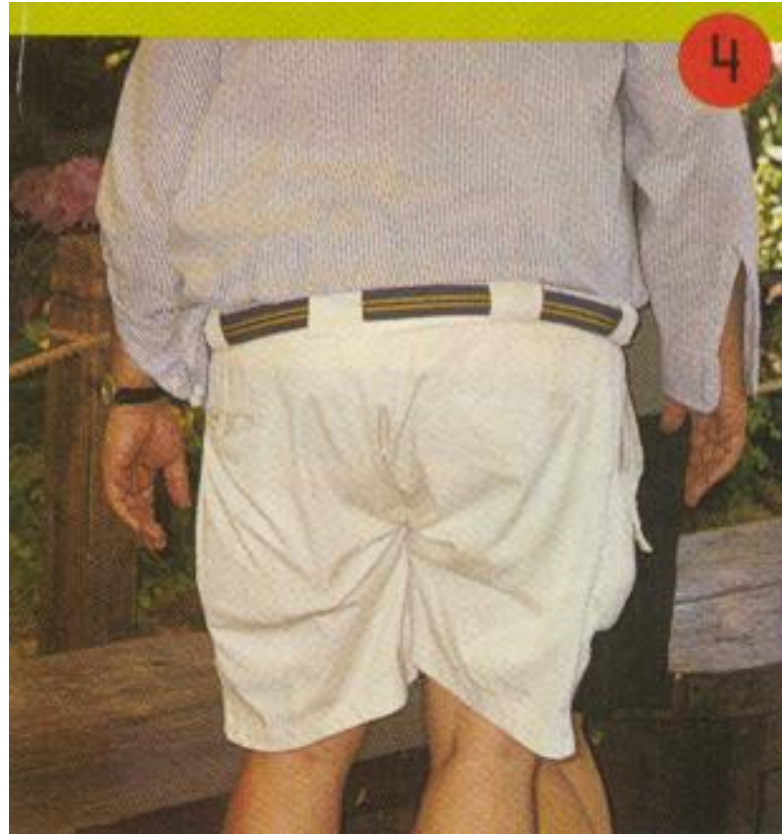
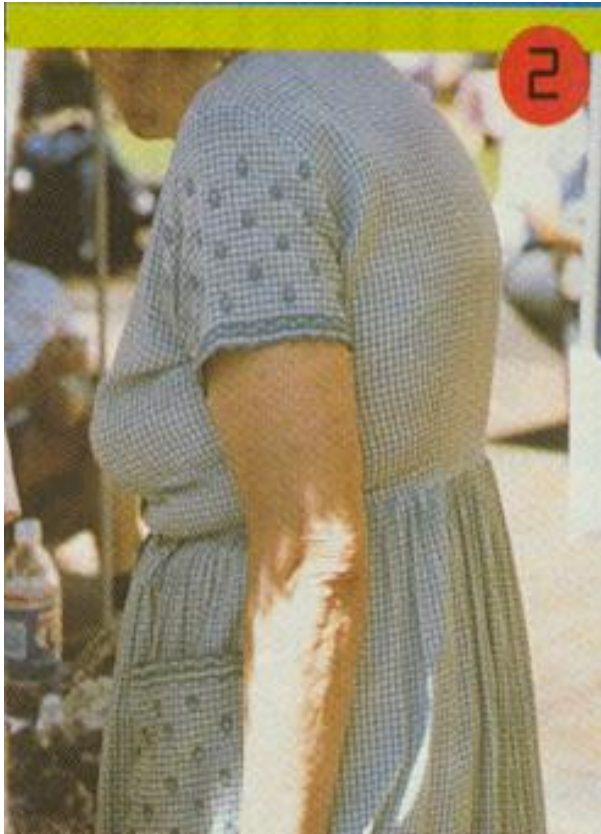
Sleeveless Uni



Tefron Shirt.clt

high street retailers offer clothes in standard sizes: s, M, L = 8, 10, 12 ,14, 16

consumer often has difficulties with body awareness and finding clothes to fit well

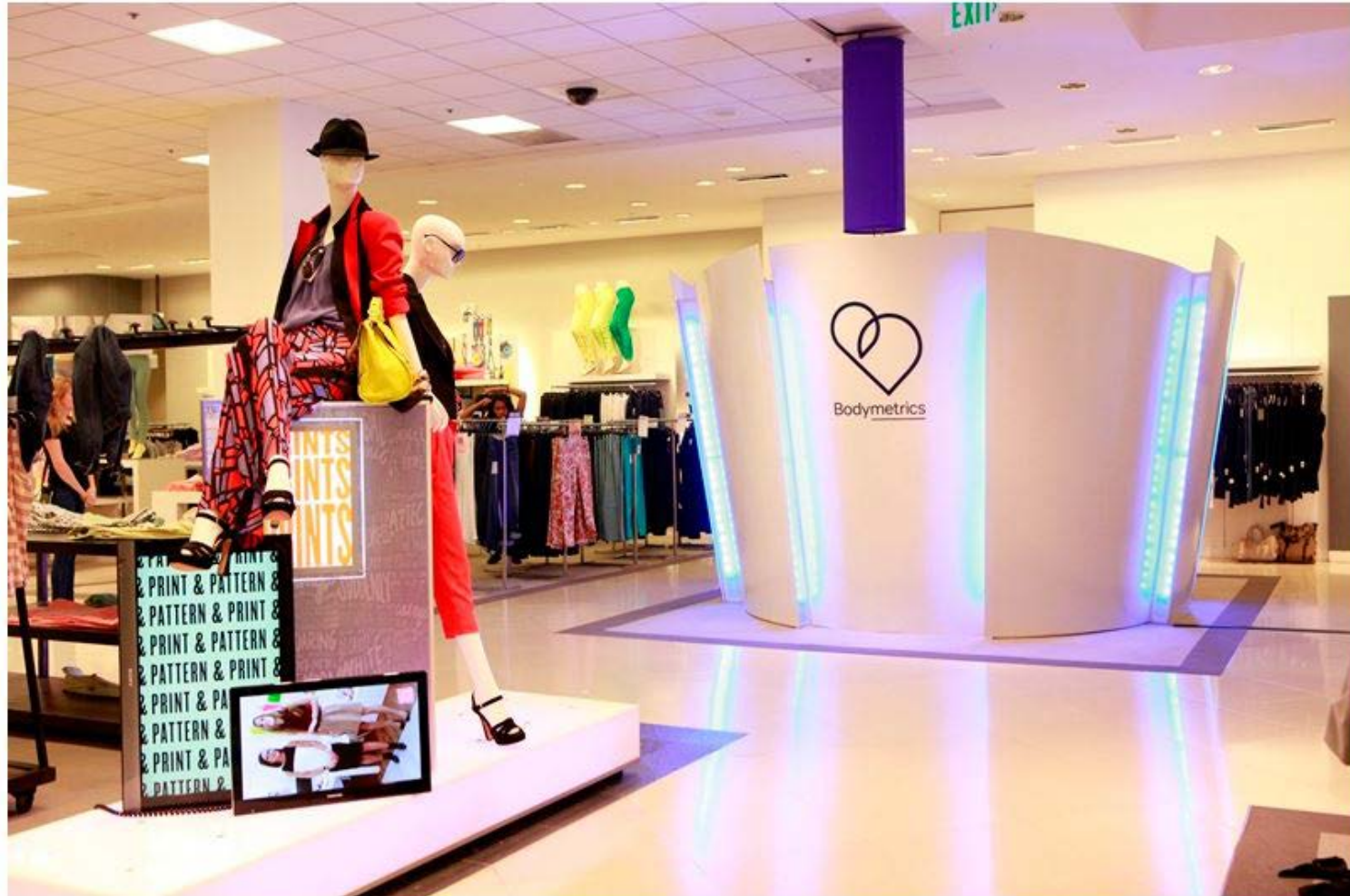


“But now, U.S. shoppers can say goodbye to saggy behinds and waists that ride up, as Bodymetrics has made its way stateside, via a partnership with digital agency [Razorfish](#) and use of Microsoft's Kinect.”

By [Shareen Pathak](#). Published on March 22, 2012

1st U.S. Bodymetrics Pod Brings Body Scanning Tech to Bloomingdale's

Posted on August 13, 2012 by Lorraine Sanders in Digital Style News, Fitting Technology, Shopping | 1 Comment





The U.S. Bodymetrics Pod, comes in two versions, one for the home and one for retail outlets, is a bit different from its U.K.counterpart.

Unlike the British pod, which uses a proprietary technology, the Stateside models use Kinect for Windows sensors to map your body's outline and find your "shape," which can be classified as "emerald," "ruby," or "sapphire."

An exact price point has not yet been decided by the company, but the metrics are "very good," for the retailer, said Bodymetrics CEO Suran Goonatilake.

Although Mr. Goonatilake could not disclose how many people currently have Bodymetrics profiles, privacy and data storage is a big issue for the company.

Customer data is stored on Microsoft's cloud storage platform Azure.

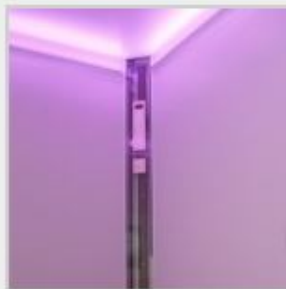
"Like any type of information, this is treated sensitively," said Mr. Goonatilake.

"We've made it clear that users are in full control of their data and what they choose to share. They can also delete it anytime."

Sourced: <http://adage.com/article/cat-creativity-and-technology/bodymetrics-razorfish-change-retail/233471/>

If you are ever in London I would recommend trying it out, it's pretty fun! More will come soon when I review the jeans as soon as I can. I do have a couple of other reviews to do before so bare with me! Have any of you tried the Bodymetrics scanner before?

You can now read my review on these jeans here.



Trying the Bodymetrics Scanner at Selfridges

05.05.2011 Posted in [denimblog](#) by [Lorna](#), [Editor](#)

The staff in Selfridges are absolutely wonderful and they help you with everything as well as make you feel comfortable, just in case you are put off by the process because you do have to undress down to your underwear, but you do that in private.

Once you are in your underwear, make sure it's a lighter colour as black doesn't show up, you stand in the machine (you can see the images in the gallery of the scanner) and you place your feet on the markers provided and stand with your arms out to the side.

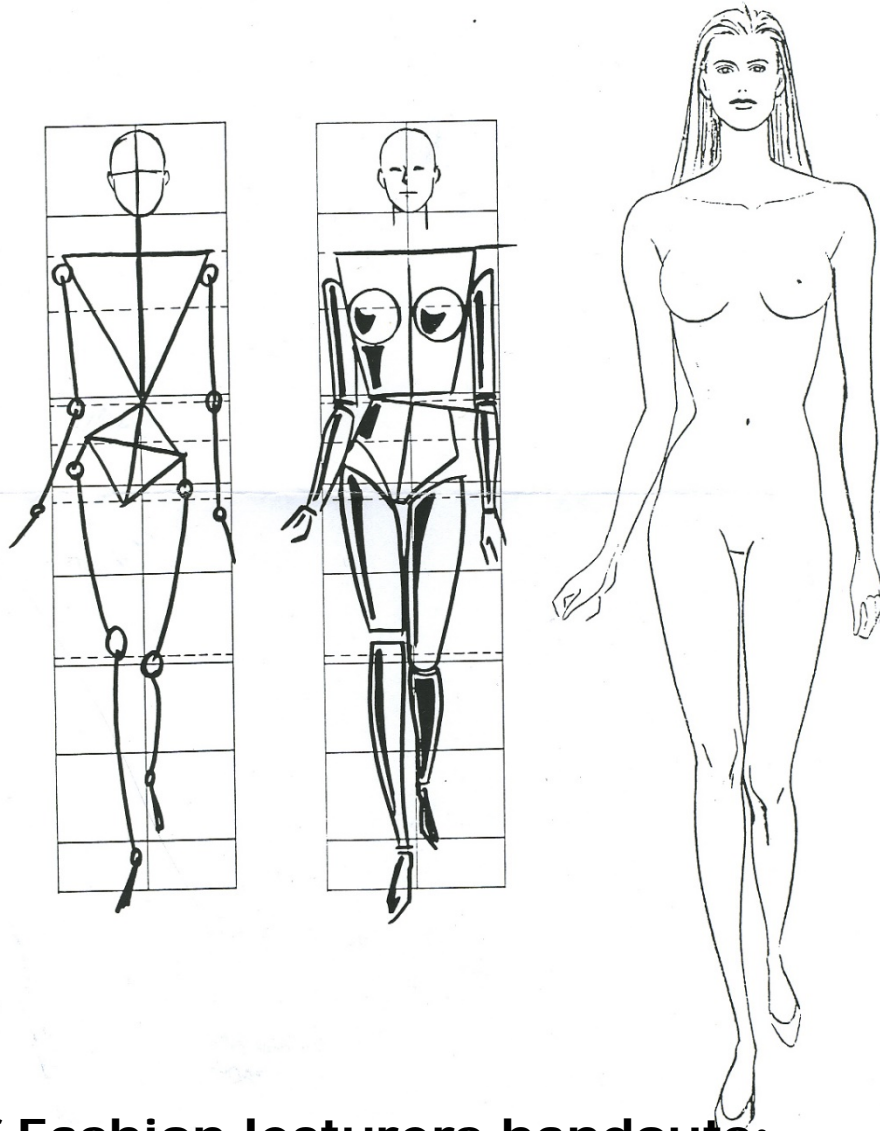
Once you are ready, you press the button and the beams will come down to the ground and back up again. It only takes about 5-8 seconds so it's a really quick process and you don't feel anything.

Once you have been scanned it sends a graphic style image to the computer which shows a model of your body in 3D but in grey scale, don't worry, it's not a real photo of you in your underwear, ha ha.

It also provides your measurements, however I think they are a little bit off, I've measured myself before, accurately with a tape measure and the Bodymetrics come out different, it said I had a 28" inseam but I don't, I actually have a 30" inseam. That may be due to standing with your legs quite far apart though, I'm not sure.

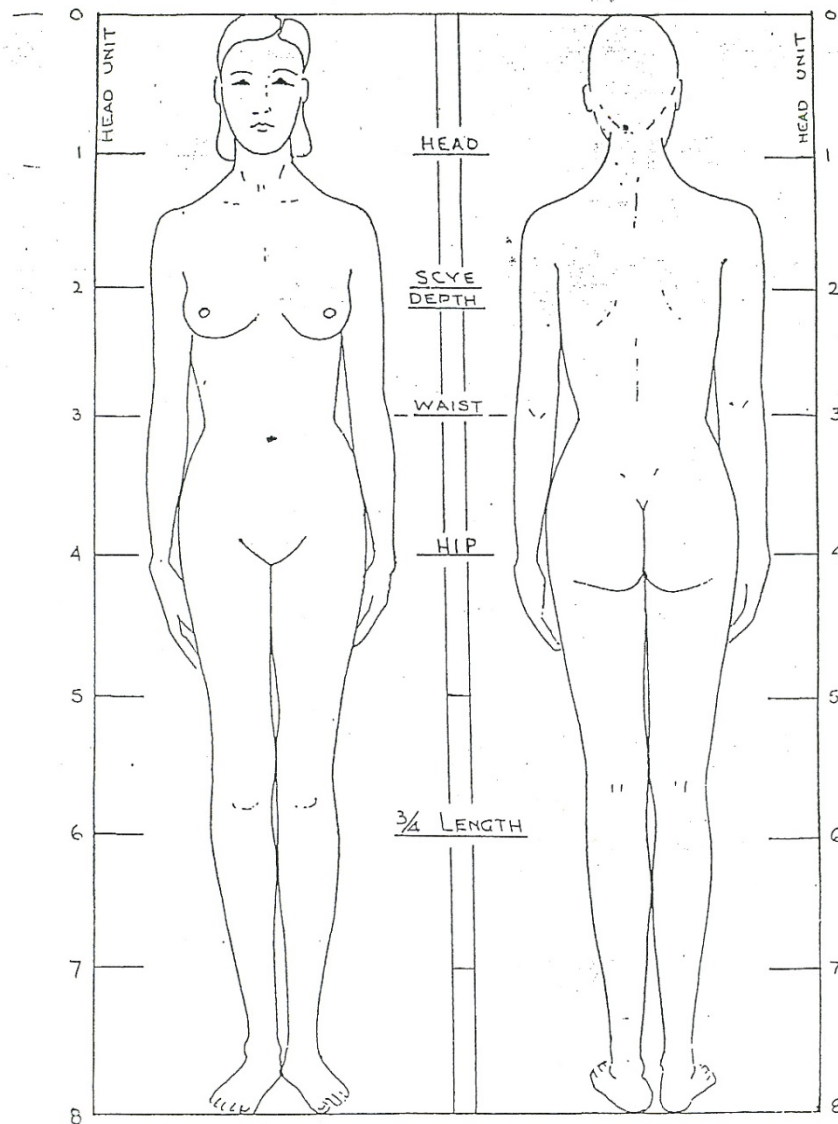
<http://www.denimblog.com/2011/05/trying-the-bodymetrics-scanner-at-selfridges/>





Photocopies of Fashion lecturers handouts:
Sourced from UK Fashion design courses

FEMALE PROPORTIONS

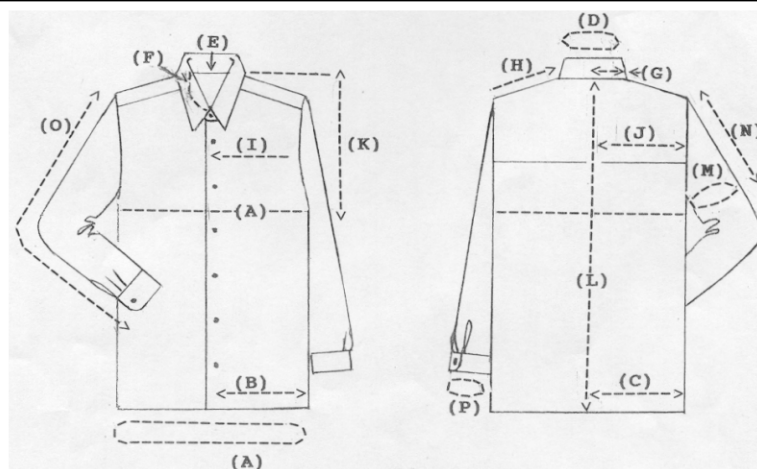


THE EIGHT HEAD THEORY

SIZES

To Fit Chest	90 cm / 36"	95 cm / 38"	100 cm / 40"	105 cm / 42"	110 cm / 44"	5 cm / 2"
To Fit Neck	14.5"	15"	15.5"	16"	16.5"	0.5"

A Full Chest & Hips	106	111	116	121	126	5cm
B Half front chest/Hip	26	27.5	29	30.5	32	1.5
C Half back chest/Hip	27	28	29	30	31	1.0
D neck buttoned	40	41.5	43	44.5	46	1.5
E Neck Line	41	42.5	44	45.5	47	1.5
F Half front neckline	13.6	14.0	14.5	15	15.4	0.45
G Half back neckline	6.9	7.2	7.5	7.8	8.1	0.3
H Dropped Shoulder	19.4	19.7	20	20.3	20.6	0.3
I Half Cross Front	22.5	23.5	24.5	25	26.5	1.0
J Half Across Back	25	23.5	26	26.5	27	0.5
K Scye Depth	28.6	29.6	30.5	31.6	32.6	1.0
L Length	77	79	81	83	85	2.0
M Upper Arm	44	46	48	50	52	2.0
N Slv. head depth	8.5	9.5	10.5	11.5	12.5	1.0
O Slv. Length & cuff	56.5	58.5	62.5	62.5	64.5	2.0
P Cuff Buttoned	20	21	22	23	24	1.0

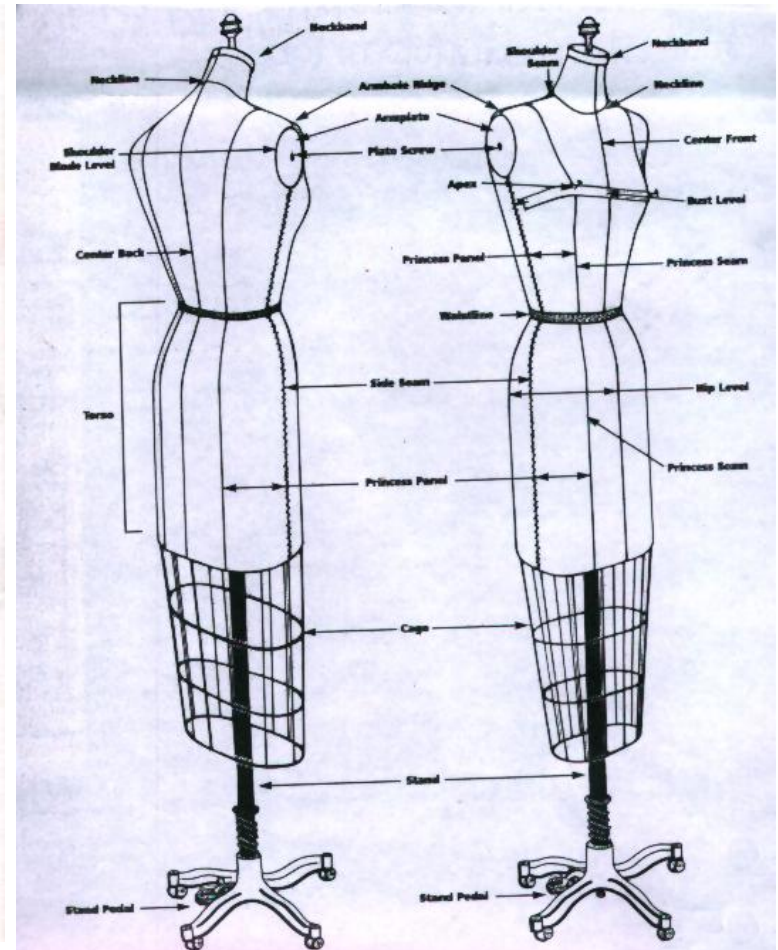


Photocopies of Fashion lecturers handouts:
Sourced from UK Fashion design courses

Standard size chart

	SML	MED	LGE	XLGE
SIZE SYMBOL	S	M	L	XL
BUST	82	88	94	100
WAIST	62	68	74	80
HIP	87	93	99	105
BACK WIDTH	32.8	34.4	36	37.6
CHEST	30.6	32.4	34.2	36
SHOULDER	11.9	12.3	12.6	13
NECK SIZE	35.5	37	38.5	40
DART	6.1	7	7.9	8.8
TOP ARM	26.4	28.4	30.4	32.4
WRIST	15.3	16	16.7	17.4
ANKLE	23.1	24	24.9	25.8
HIGH ANKLE	20.1	21	21.9	22.8
NAPE TO WAIST	39.2	40	40.8	41.6
FRONT SHOULDER TO WAIST	39.2	40	41	42
ARMHOLE DEPTH	20.2	21	21.8	22.6
WAIST TO KNEE	57.7	58.5	59.3	60.1
WAIST TO HIP	20.2	20.6	21	21.4
WAIST TO FLOOR	102.5	104	105.5	107
BODY RISE	27	28	29	30
SLEEVE LENGTH	57.4	58.4	59.4	60.4
SLEEVE LENGTH (JERSEY)	51.4	52.4	53.4	54.4
Extra measurements (garments)				
CUFF SIZE SHIRTS	21	21.5	22	22.5
CUFF SIZE, TWO-PIECE SLEEVE	13.5	13.75	14	14.25
TROUSER BOTTOM WIDTH	21.5	22	22.5	23
JEANS BOTTOM WIDTH	18.5	19	19.5	20

Workroom toile stand



Photocopies of Fashion lecturers handouts: Sourced from UK Fashion design courses

Body measurement, Body awareness, Ethical awareness
in FE Fashion Design & 'live student demo in Tailoring module:
Taylor, A. 2004.





BA(Hons) Fashion final year
Marketing & Production fit session
tutorials. Students selected for fit
model duties.
Taylor, A. 2005.



BA(Hons) Fashion final year
Marketing & Production fit session
tutorials.
Students selected for fit model duties.
Taylor, A. 2005.

UK Fashion courses – 2D communication of the 3D body.

Are we repeating old methods and encouraging outdated traditional 2D instead of 3D thinking ?

Can 3D tools provide opportunities for evolving new methods of creativity and design experimentation through use of 3D thinking , 3D CG technologies or 3D CAD systems ?



Taylor, A. 2005; Final year BA Fashion Marketing student 2D digital illustration



Taylor, A. 2005; Final year Manufacturing 2D pattern drafting in AssystCAD

Literature Review

identified interview opportunities:

- Current academic research using 3D whole body scanners to enhance the curriculum in fashion and clothing universities worldwide, emphasises the extent of acceptance in 3D technologies. Bougourd (2005), Bunka (2005), ExploreCornell (2005).

Interviews _ emailed SIZE UK & 3D Research group Director Jennifer Bougourd at London College of Fashion. In the first interview , Jenni talked about 3D scanning and kindly gave ethical confidentiality agreement developed for SIZE UK as a scanned document. And also explained the methodology from the survey. Then I re-visited, as I was invited to talk the 3D research group during a University of the Arts collaborative meeting. Before presenting 3D research, I asked for their permission to record the meeting as a focus group using questions as a framework. Participants all agreed. The meeting was recorded as a focus group.

- **NOTES:**

- I setup scan firstly wearing clothes, this was as expected and not really useful for recording 3D body data to provide accurate fit. I tested tight fitting clothing and found that dark colours wouldn't reflect data back to the scanner. Skin is perfect and gives good results.
-
- Setting up a educational body scanning experiment and scanning a sample group of fashion students doing final collections in their final year was ambitious and not going to easy but I felt it was important and new educational experiment which could provide quality results for the PhD. A group sample reflecting size labeling range S, M, L, fashion students who have 8-10 , 12 and usually do fit checks were invited to join the experiment. Some of the girls approached for the large size were'nt interested in the idea, but an MA student working with the Textiles and body happily volunteered. And I was the male standard size 40 which helped.
-
-
- There were issues to be overcome on privacy, trust and confidentiality. One of the ways I solved this was to have made S, M, L scan outfits to protect body and some privacy, but also reflect data effectively. I had developed a research relationship over the year with observation and informal interviews so they were familiar with the research and me. But nevertheless, data confidentiality can be abused so I drafted a legally approved confidentiality agreement which we each signed protecting the volunteers and me if the digital data was mis-used by others.
-
-
- Different idea and tools were tested for improving the processes necessary for scanning the body.
-
- Fashion dept in QS teaching annexe, private teaching portacabin /room off workrooms, changing screen, and blinds to protect privacy of the scan. I invited small groups to ask questions but I rejected this to focus on the experiment, and also the volunteers weren't keen on being watched by their group.
-
- Manual measurement methods were also used to compare effectiveness of scanner.
-

COMPLETED RESEARCH PAPER:

During the pre-test experiments, a series of evaluation scans are recorded: variety of head positions, normal everyday clothed bodies and bodies wearing personal choice close fitting sportswear were scanned. These pre-tests were carried out to assess the quality of the scan results and performance of the scanner for recording different physical properties. The properties selected for testing were; environment, light levels, distance/depth and range of the laser in the scanner, the quality of colour, textures, fabrics and shapes of surfaces/objects.

Early results during the pre-tests highlighted important areas. Sleeveless tops and leggings were made from white stretch Lycra to provide scan volunteer uniformity, comfort and overcome unsuccessful scan results with random volunteer choice of certain types of fabrics/clothing.

The scan outfits were made in three sizes, small, medium and large, intended to cover underwear and closely fit any volunteers' body shape.

Confidentiality Agreement

Subject code:

Date/Time:

All data collected for this study is covered by the U.K. Data Protection Act (1998) and E.U. Data Protection Directive (95/46/EC) Your data will be stored and *will remain anonymous at all times.*

It will be used for purposes of research by collaborating organizations in the Centre for 3D Electronic Commerce.

Please tick the boxes below if you will give permission for your body scan and measurement data to be made available for certain other purposes.

☐ I give permission for my body scan and measurement data to be used *anonymously* for demonstration purposes and in publications related to research.

☐ I give permission for my body scan and measurement data to be made available *anonymously* in the protected data bank.

Please sign and date below if you have read and agree to the above. Your signature is only for use in this study and will not be passed to any external agencies.

Signed: _____

Date: _____

Measured by: _____

Scanned by: _____

Ethics confidentiality
agreement used with
permission of SIZE UK
during interview with
Jennifer Bougourd at
London college of Fashion.

Subject Code

Date/Time

Thank you for participating in the National Sizing Survey. This document gives permission for us to use your data. Please read the following carefully.

3D Photo-Booths

To automatically measure your body the Survey employs 3D photo-booths that use safe flashing light. Please do not participate if you experience problems with flashing light.

Data Protection

Your personal data (as defined in the Data Protection Act 1998 and which may include your body scans, measurements and market research data) may be used by the UK Companies and Academic Institutions (who are listed below) collectively, and individually. In legal terms, all such parties will be data controllers of the data and may process the data for the following purposes:

- 1 1 Creating a databank of the body scans, measurements and market research data that will be remotely accessed over the Internet.
- 2 2 Analysing the databank to produce measurement data related to clothing.
- 3 3 Onward sale or transmission of anonymous data to other research institutions and commercial organisations, not necessarily for clothing purposes.

This information is confidential and you will not receive any marketing material as a result of participating in the National Sizing Survey.

You may, at any time, request a copy of personal data that we hold about you. There is a small fee for provision of this data.

Confidentiality

You agree to keep confidential, and not to disclose to any third party, any non-public information in relation to this study, including your participation in it.

Intellectual Property Rights

All intellectual property rights created by or in relation to this study of which your body scans, measurements and market research data form part, will vest in the UK Clothing Companies or as decided between them.

Please sign and date below to show that you have read and accept the above terms.

Participant Signature: _____ Date: _____

Interviewed by: _____

List of Collaborating Organisations

Arcadia Group plc	Marks and Spencer plc	De Montfort University
BHS Ltd	N Brown plc	Henot-Watt University
Bodymetrics Ltd	Monsoon Accessorize	Leeds College of Art & Design
Debenhams plc	Oasis Stores plc	London College of Fashion
Freemans Ltd	REDCATS (UK)	Manchester Metropolitan University
Grattan Home Shopping Ltd	Rohan Designs Ltd	The Nottingham Trent University
Great Universal Stores plc	Select Research Ltd	Southampton Institute
House of Fraser plc	Speedo International Ltd	University College London

SIZEUK confidentiality agreement. Permission given during interview with Jennifer Bougourd at London college of Fashion. The use Master document was sent by email to be adapted for University of Huddersfield 3D body scan experiments.

University of
Huddersfield.
3D Research
confidentiality
agreement.
Permission was
given by Dean of
the School of ADA,
and Ethics advisor
in Student Services
to conduct body
scan experiments
using student
group as a sample.

3D PhD Research project Confidentiality Agreement

Thank you for participating in the 3D PhD Research Project. This document gives permission for the academic institutions; The University of Huddersfield, and The Manchester Metropolitan University to use your data. Please read the following carefully.

3D Scanners

To Automatically measure your body the project employs a 3D scanner that uses safe light. Please do not participate if you experience problems with flashing light.

Data Protection

All personal data collected for this survey is covered by the Data Protection Act 1998 and the E.U Data Protection Directive (95/46/EC). *Your data will be use for the purposes of research by the academic institutions (listed above) and will remain **anonymous** at all times.*

Please tick the box if you will give permission for your body scan and measurement data to be used **anonymously** for the following academic research:

☐

I give permission for my body scan and measurement data to be used **anonymously** for demonstration purposes and in publications related to research.

Please sign and date below if you have and agreed to the above. Your signature is only for use in this study and will not be passed to any external agencies.

Signed by _____

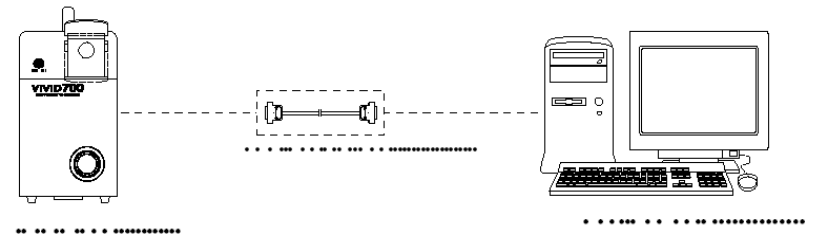
Date _____

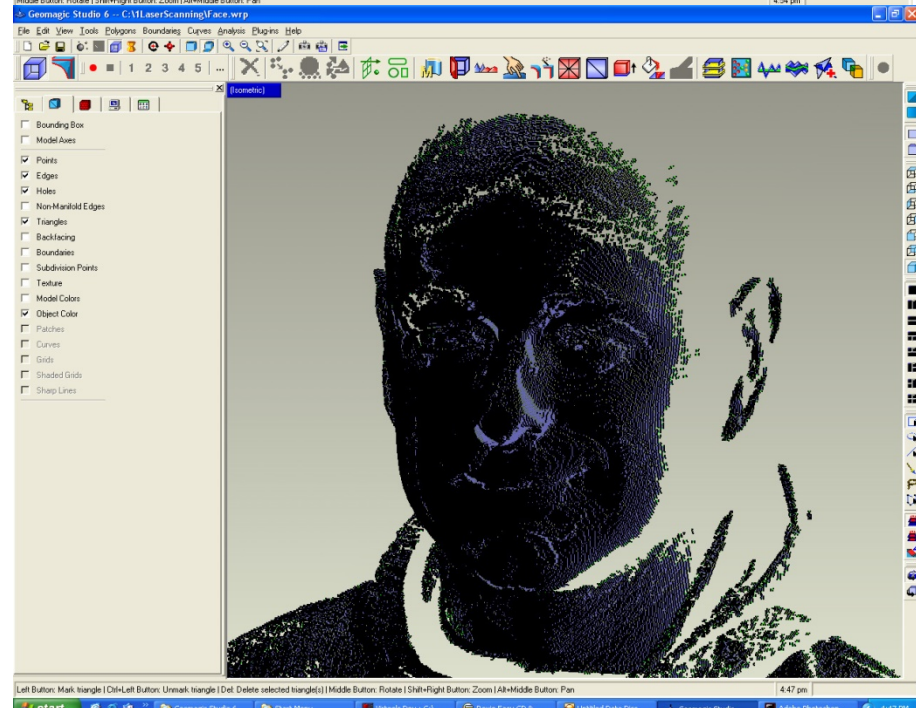
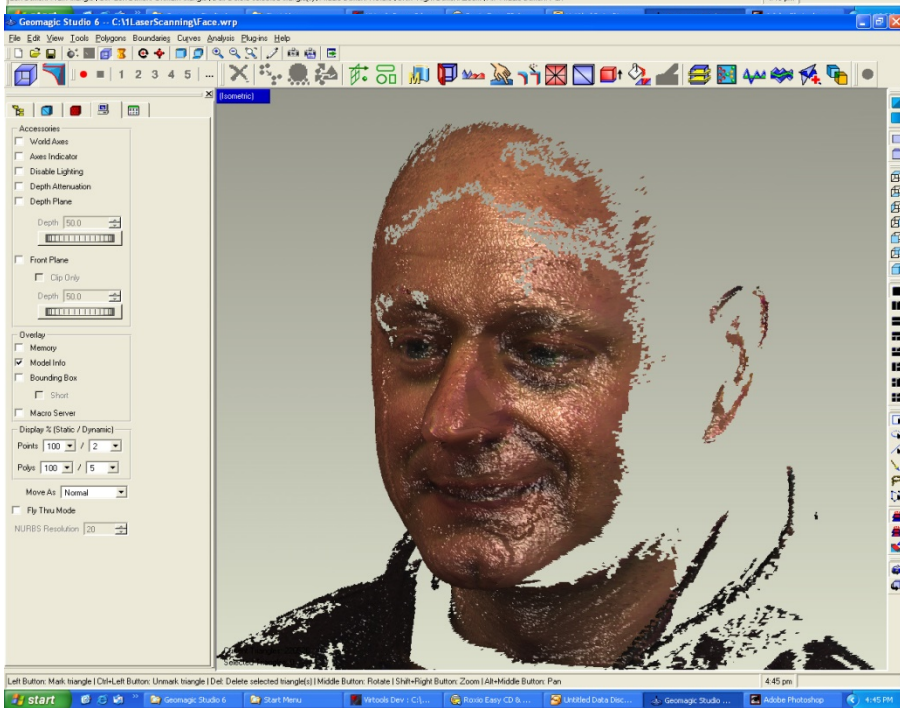
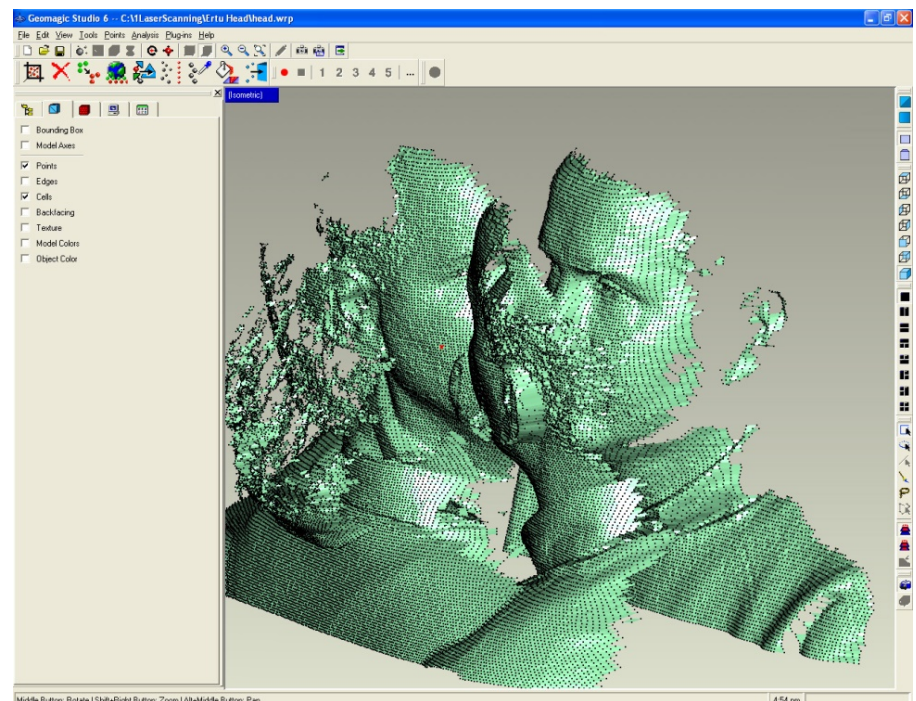
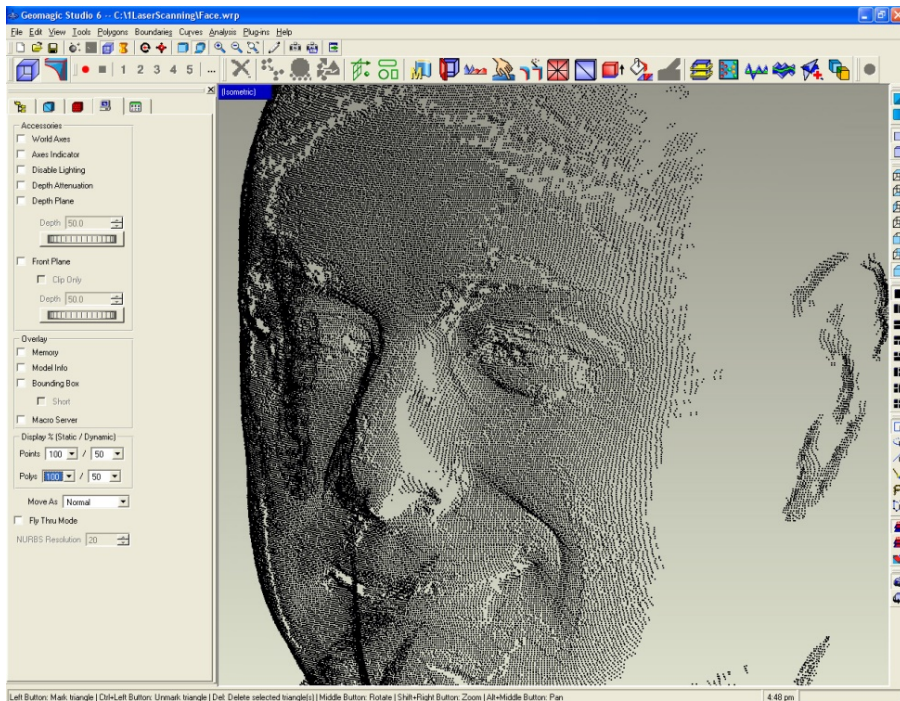
Objectives of the study

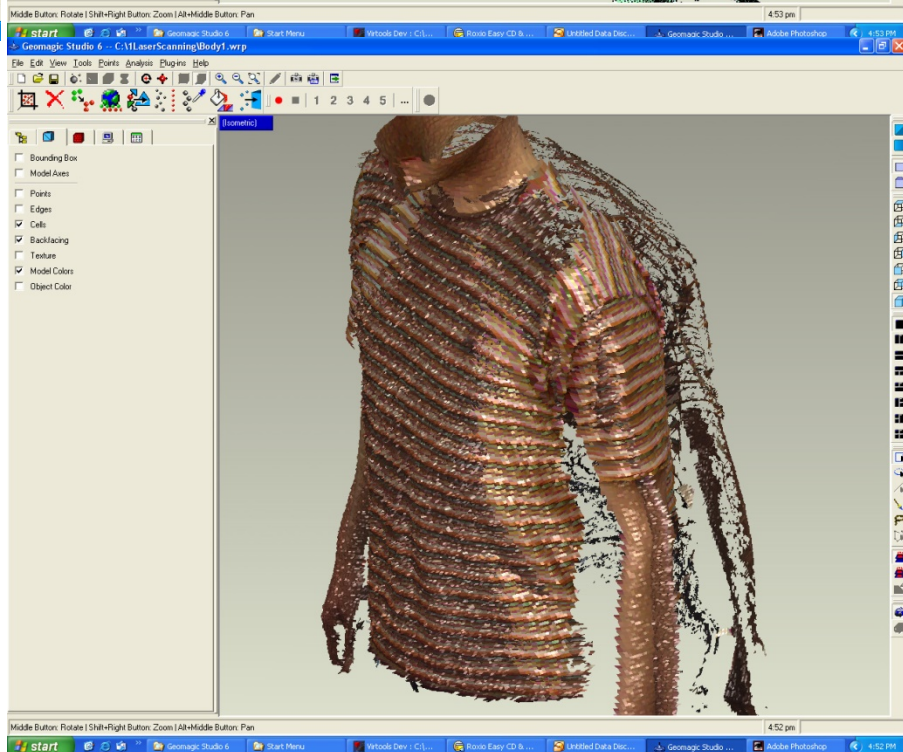
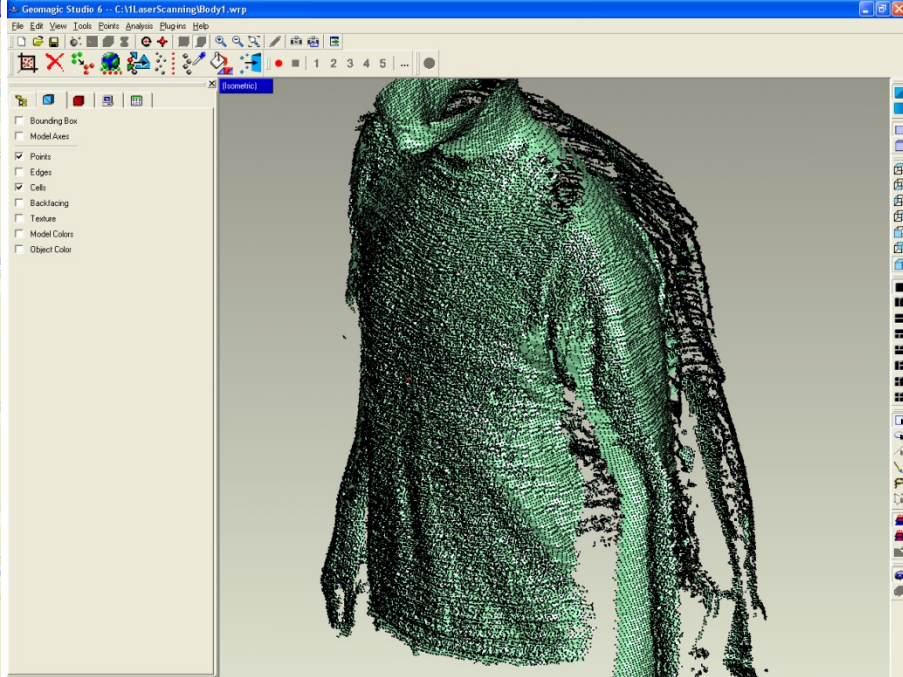
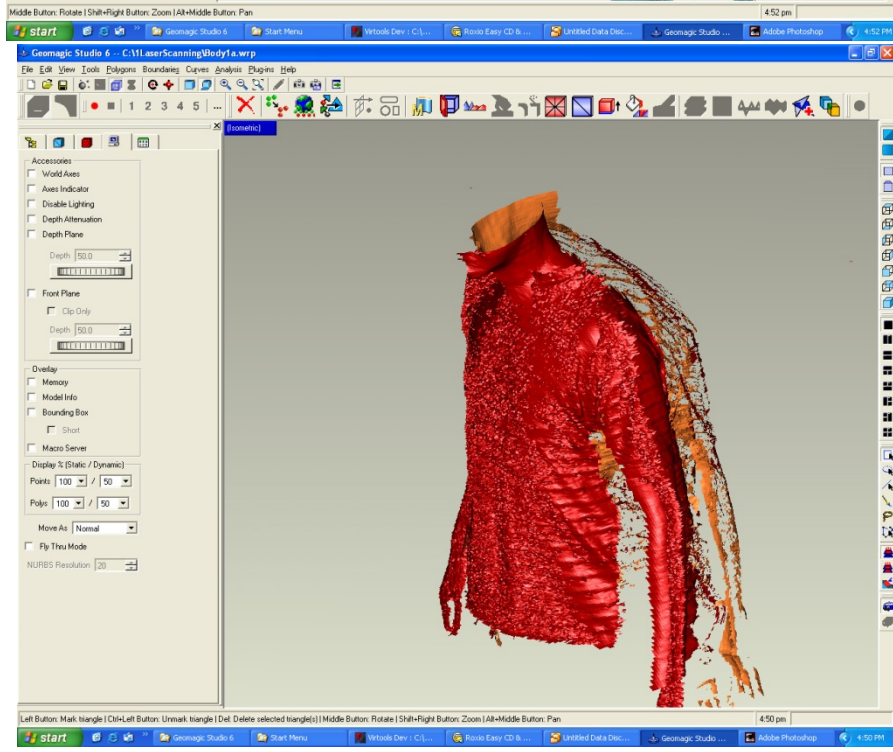
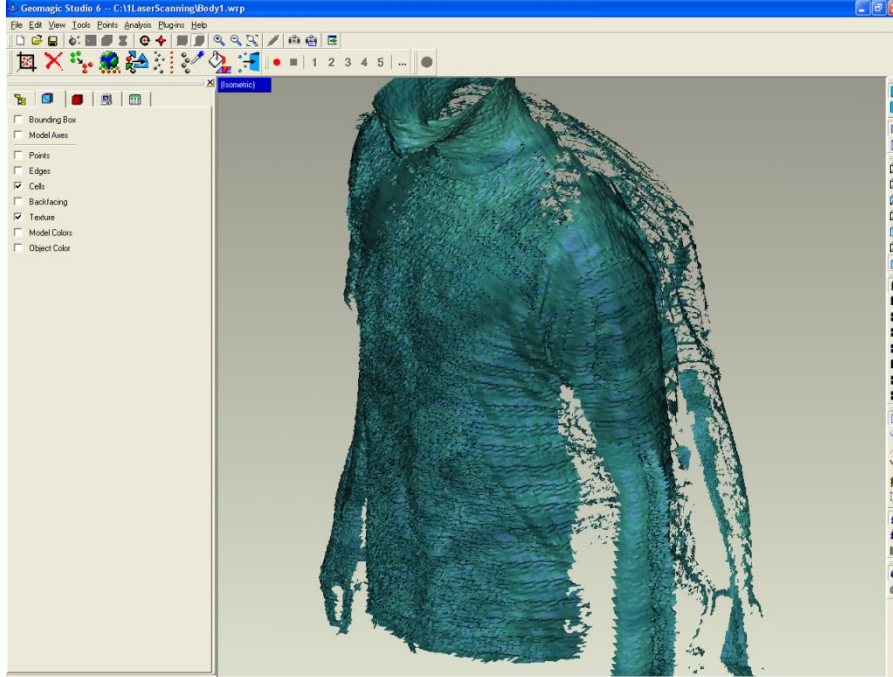
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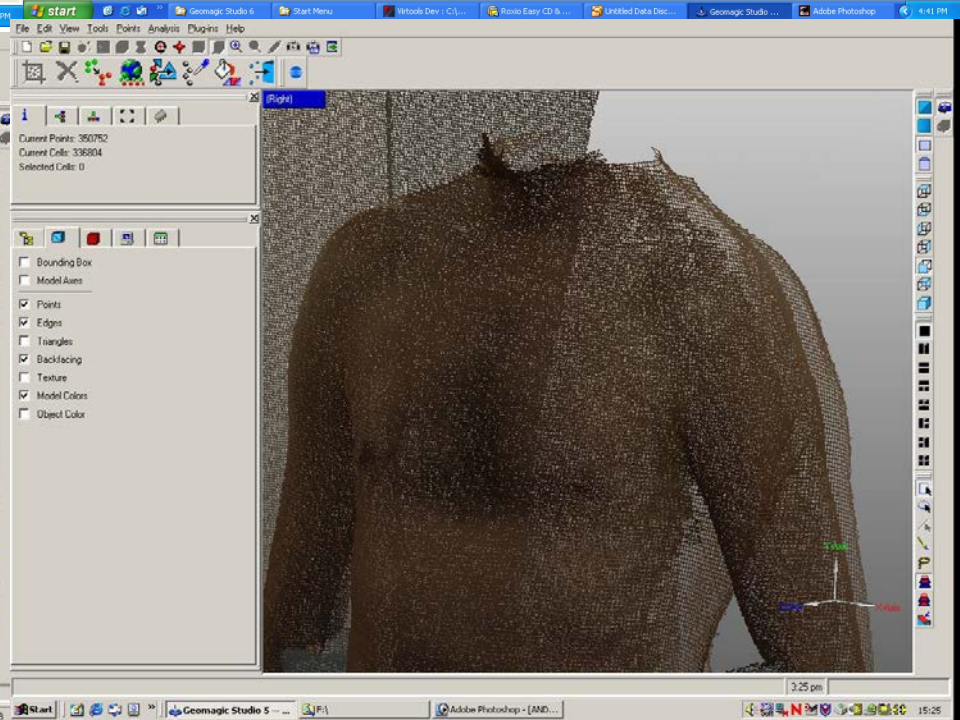
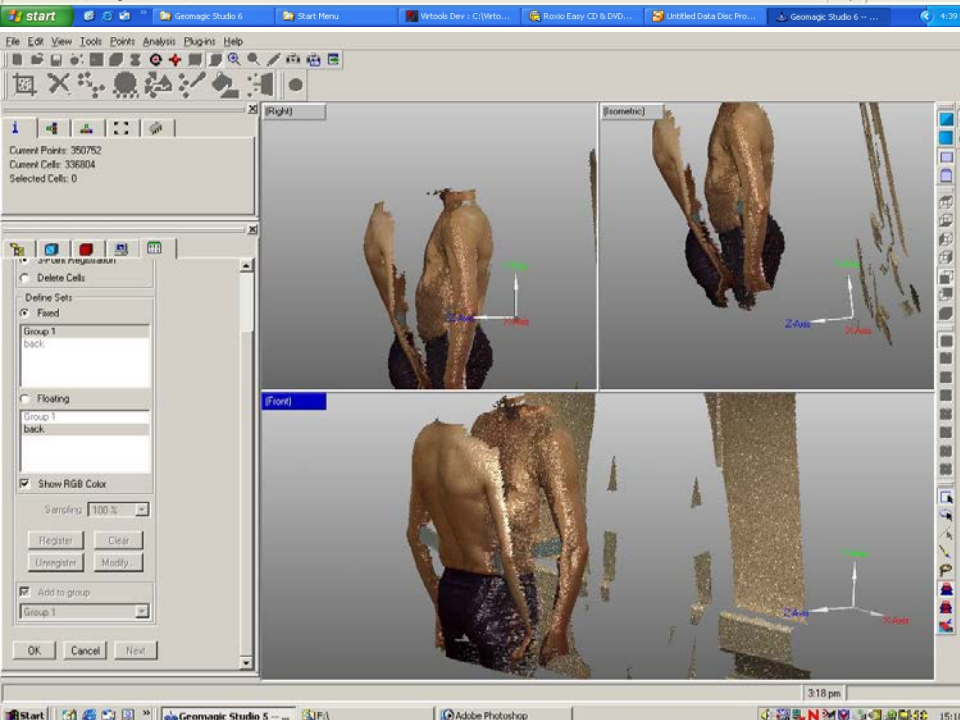
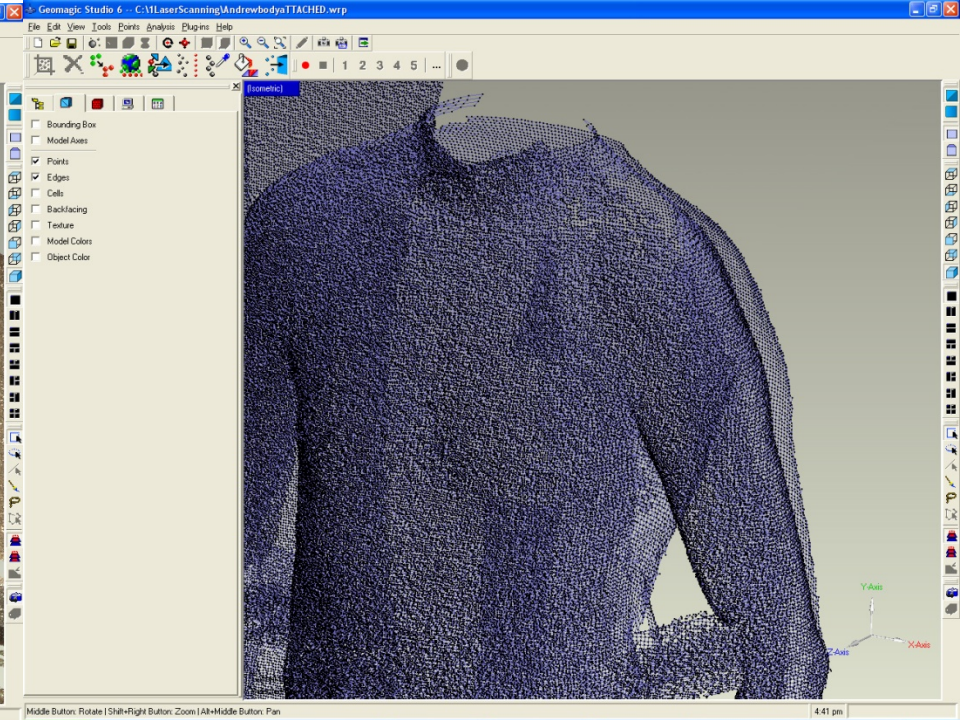
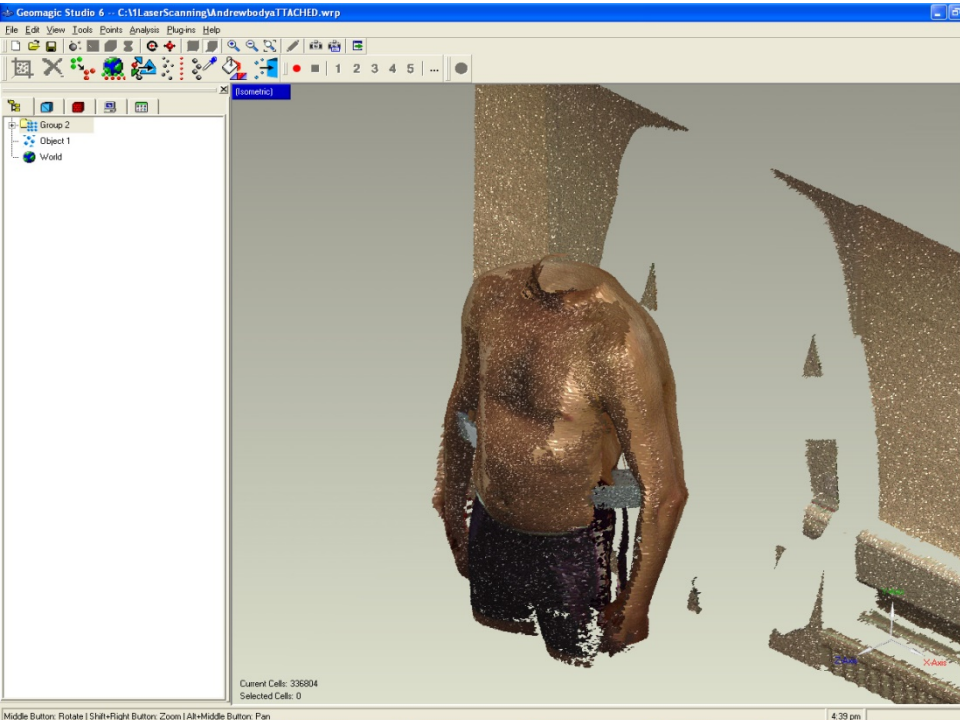
3D Scanner on tripod connected to Laptop

Phase 1 clothed experiments were setup in busy staff office.









Experiment tools tested



White lycra scanning clothing made to fit the body and cover body for privacy





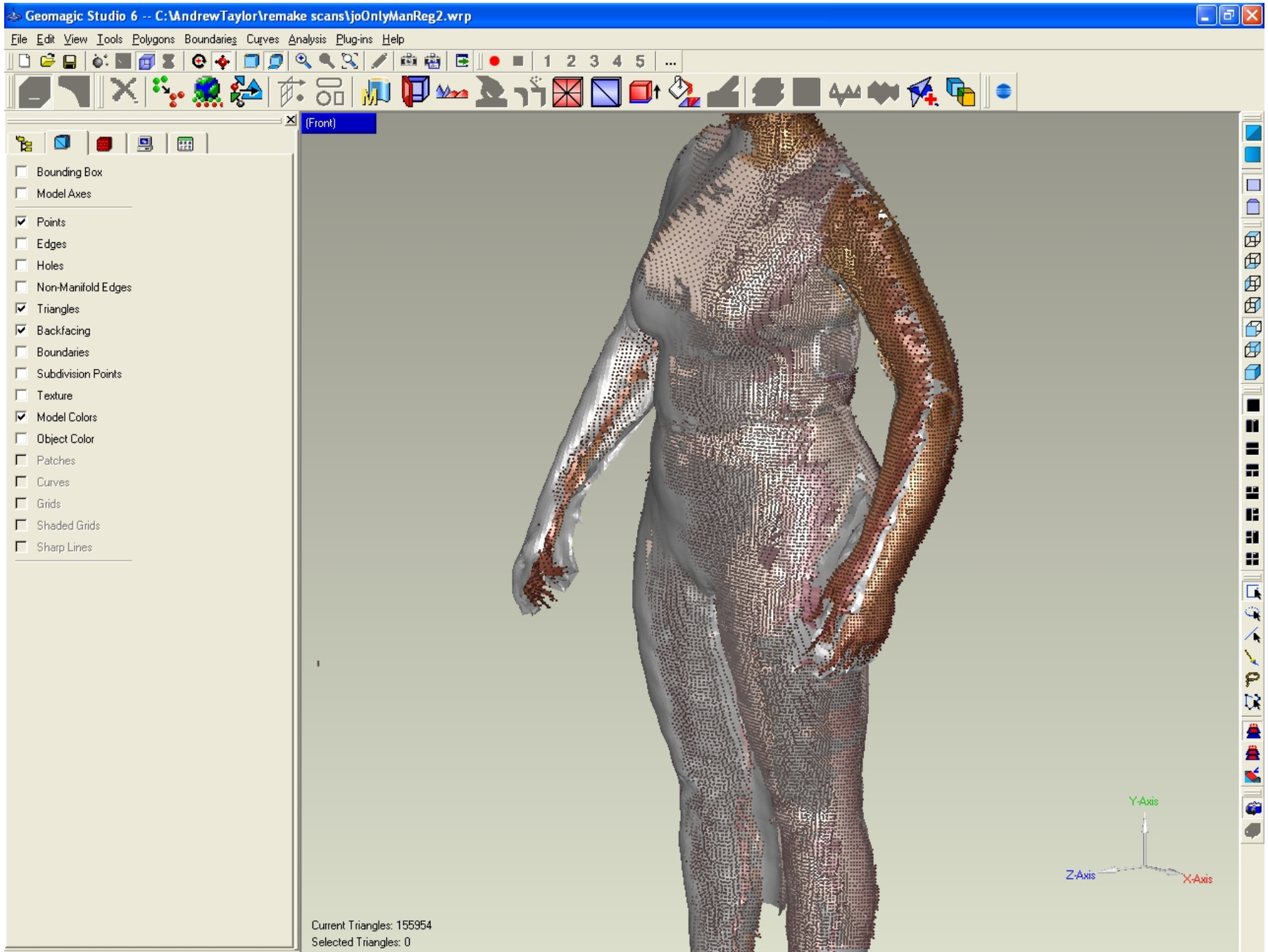
Body scan in process











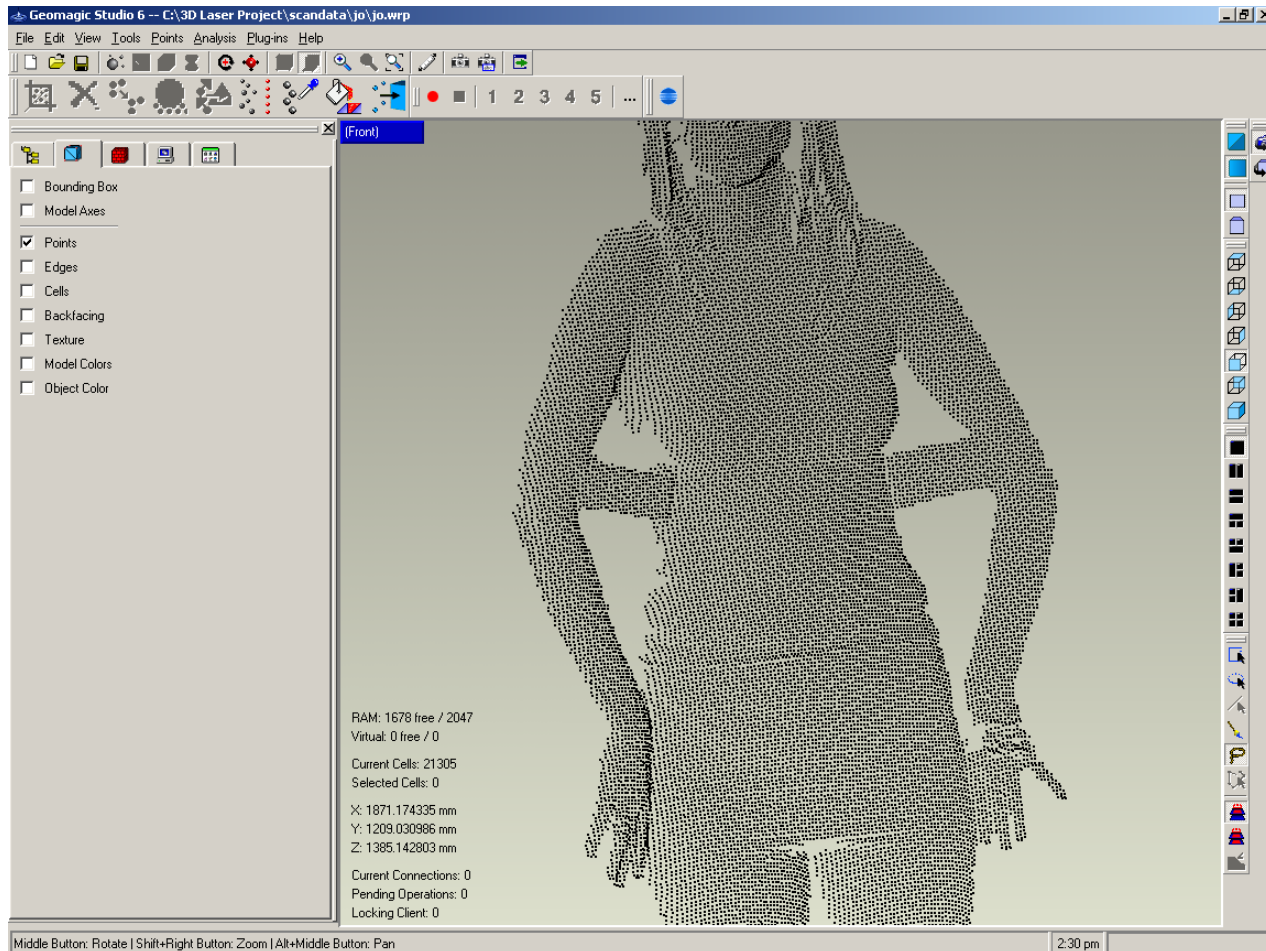
Left Button: Mark triangle | Ctrl+Left Button: Unmark triangle | Del: Delete selected triangle(s) | Middle Button: Rotate | Shift+Right Button: Zoom | Alt+Middle Button: Pan

4:59 pm

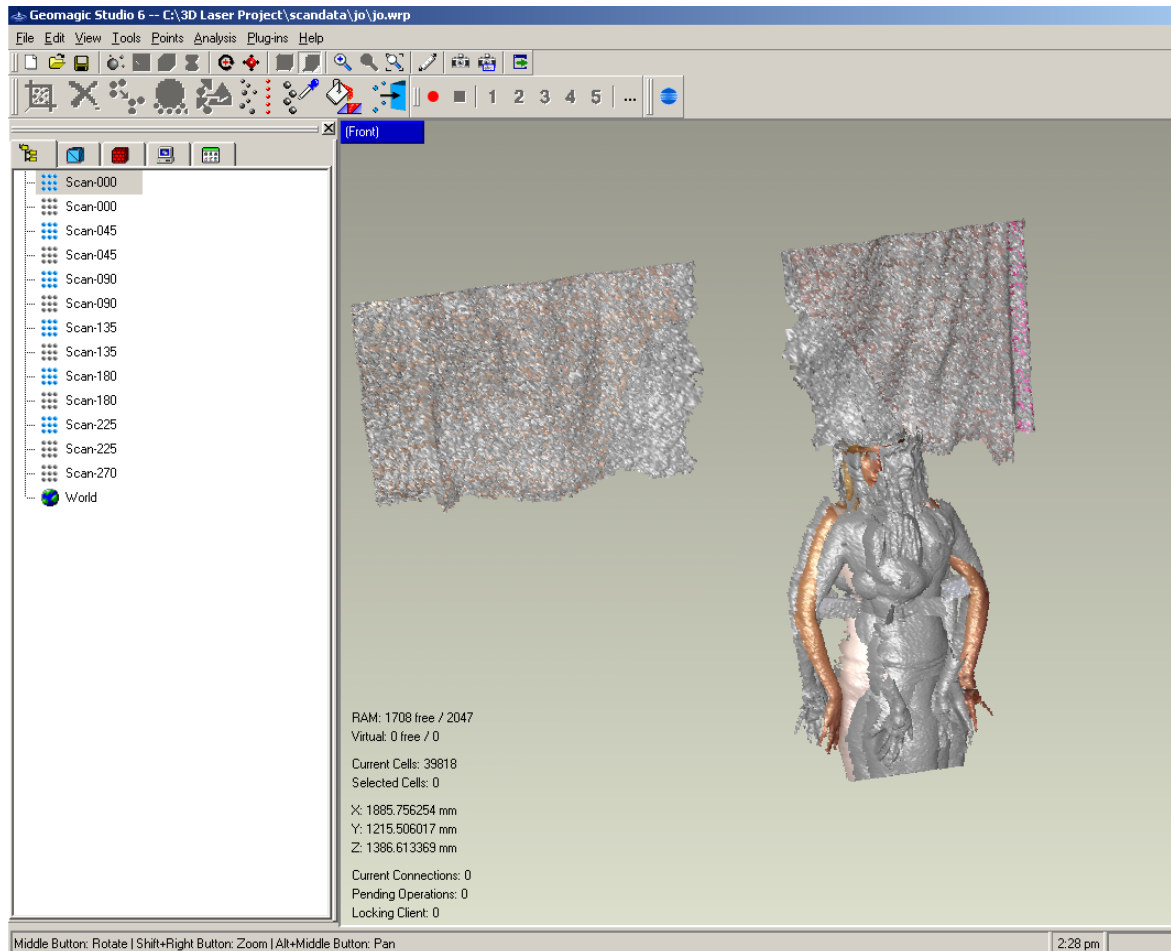


**Comparative manual
measurement experiment to
analyse body scanning accuracy
and user experiences**

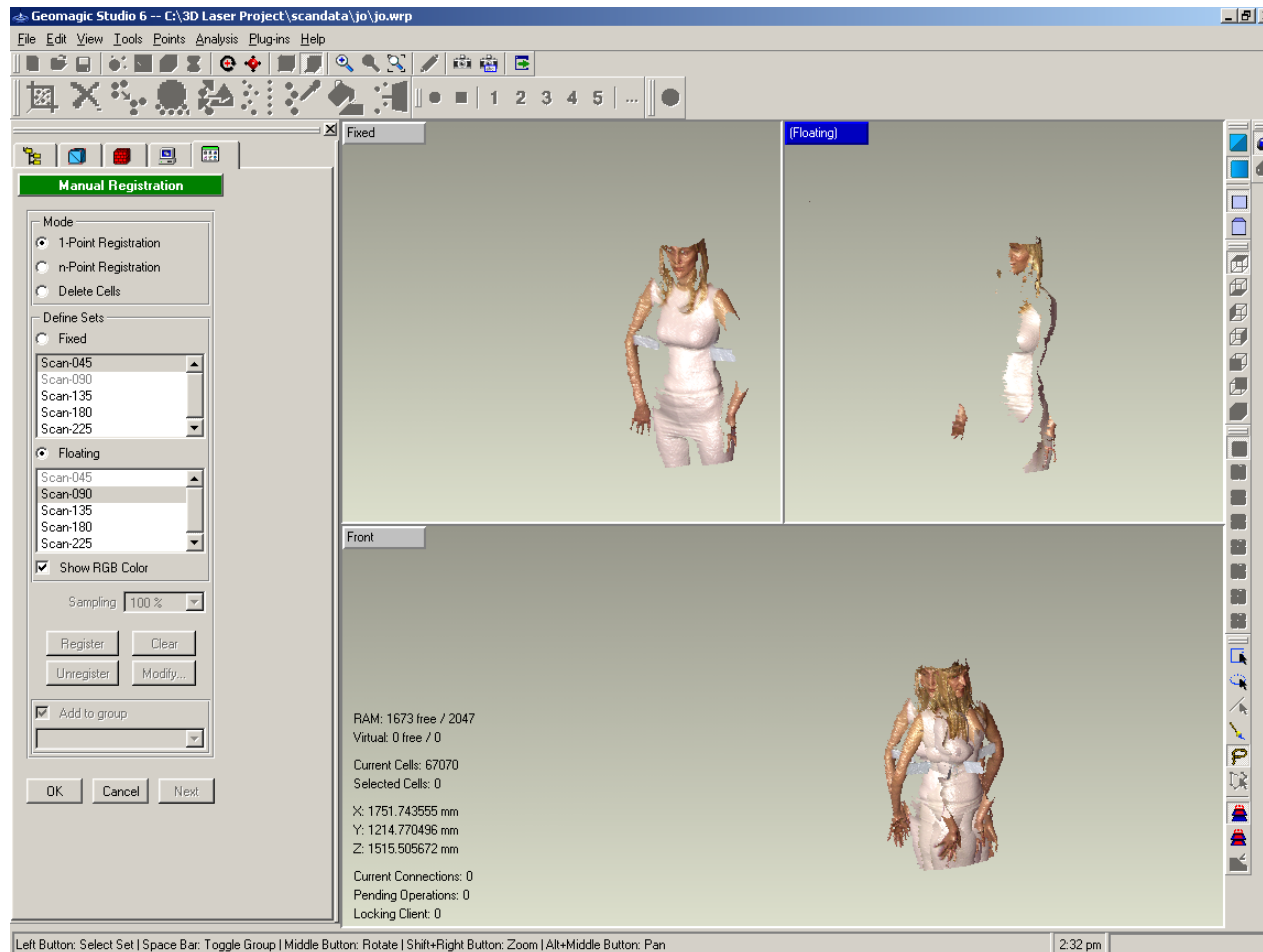
Point cloud data 500,000 dots



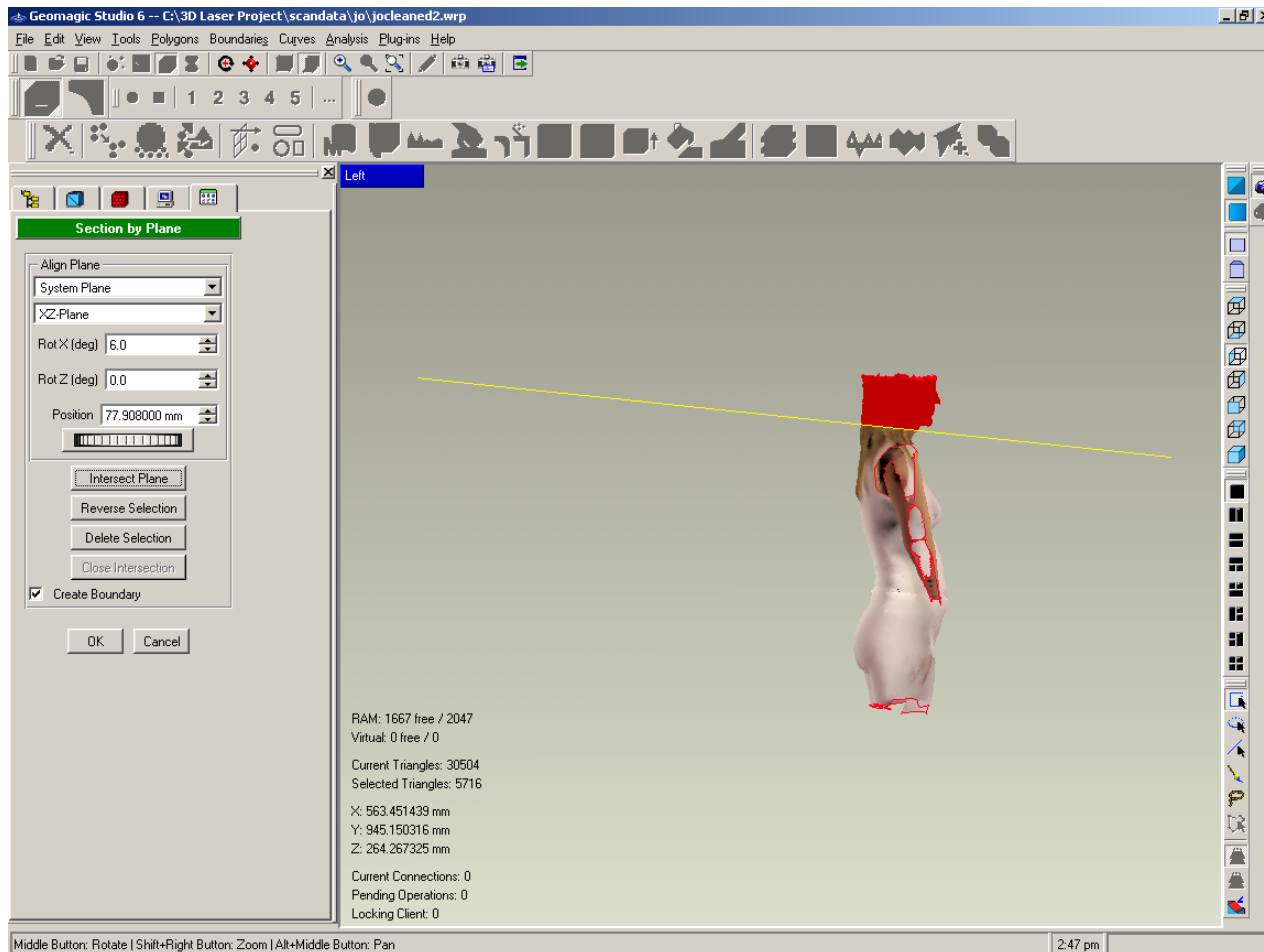
Scan data pre edit



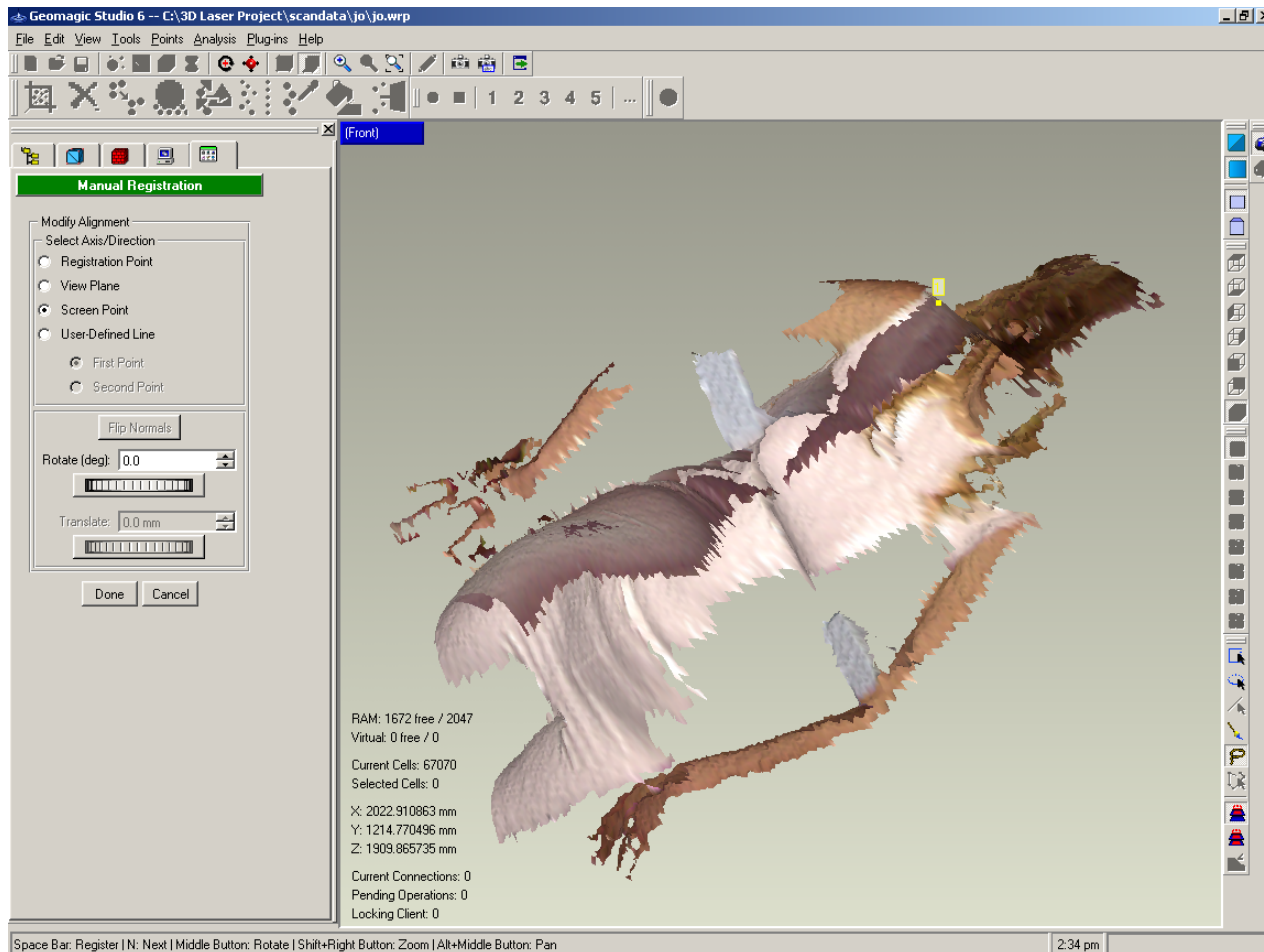
Manual registration to join surfaces



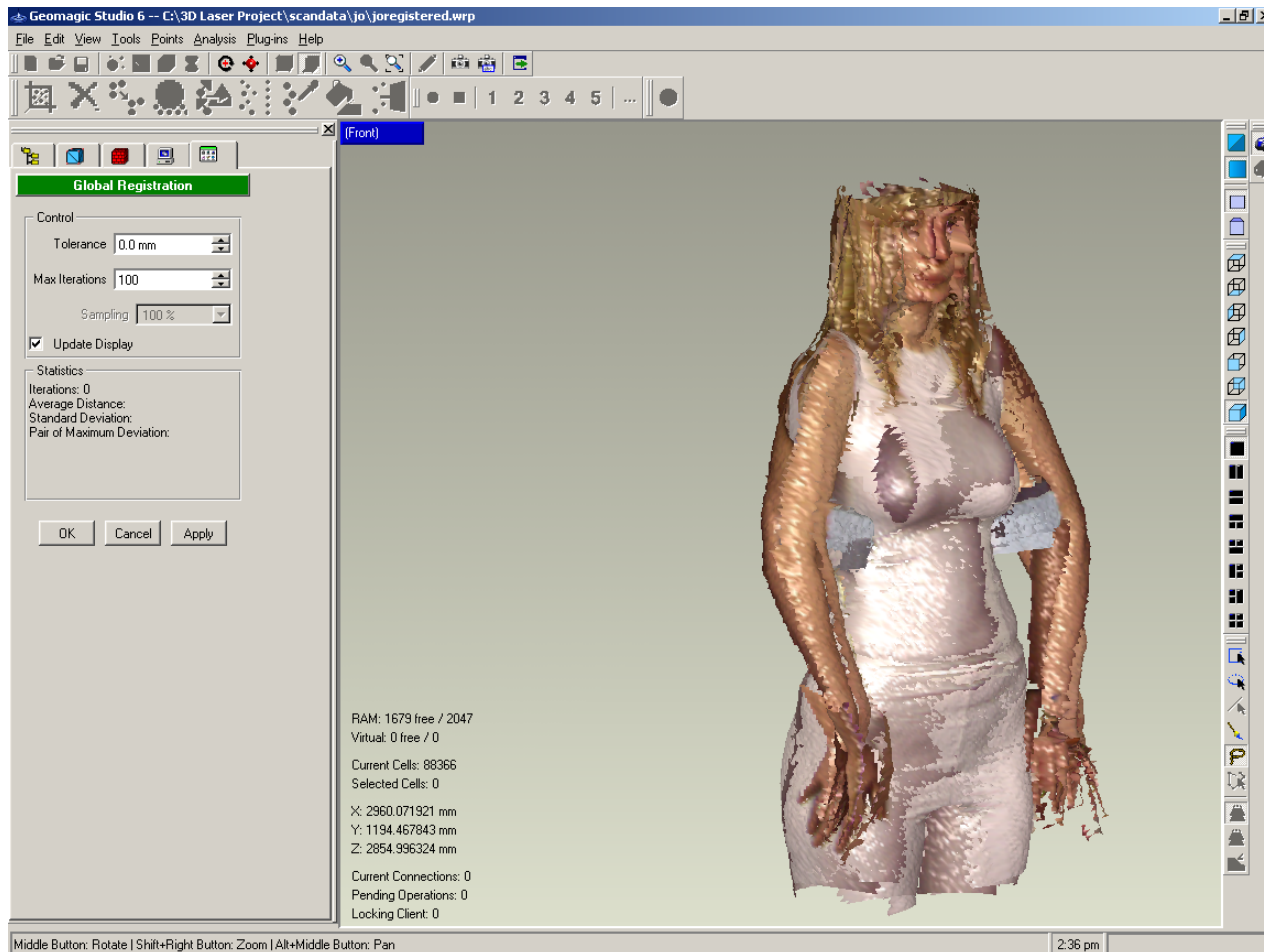
Choose section by plane



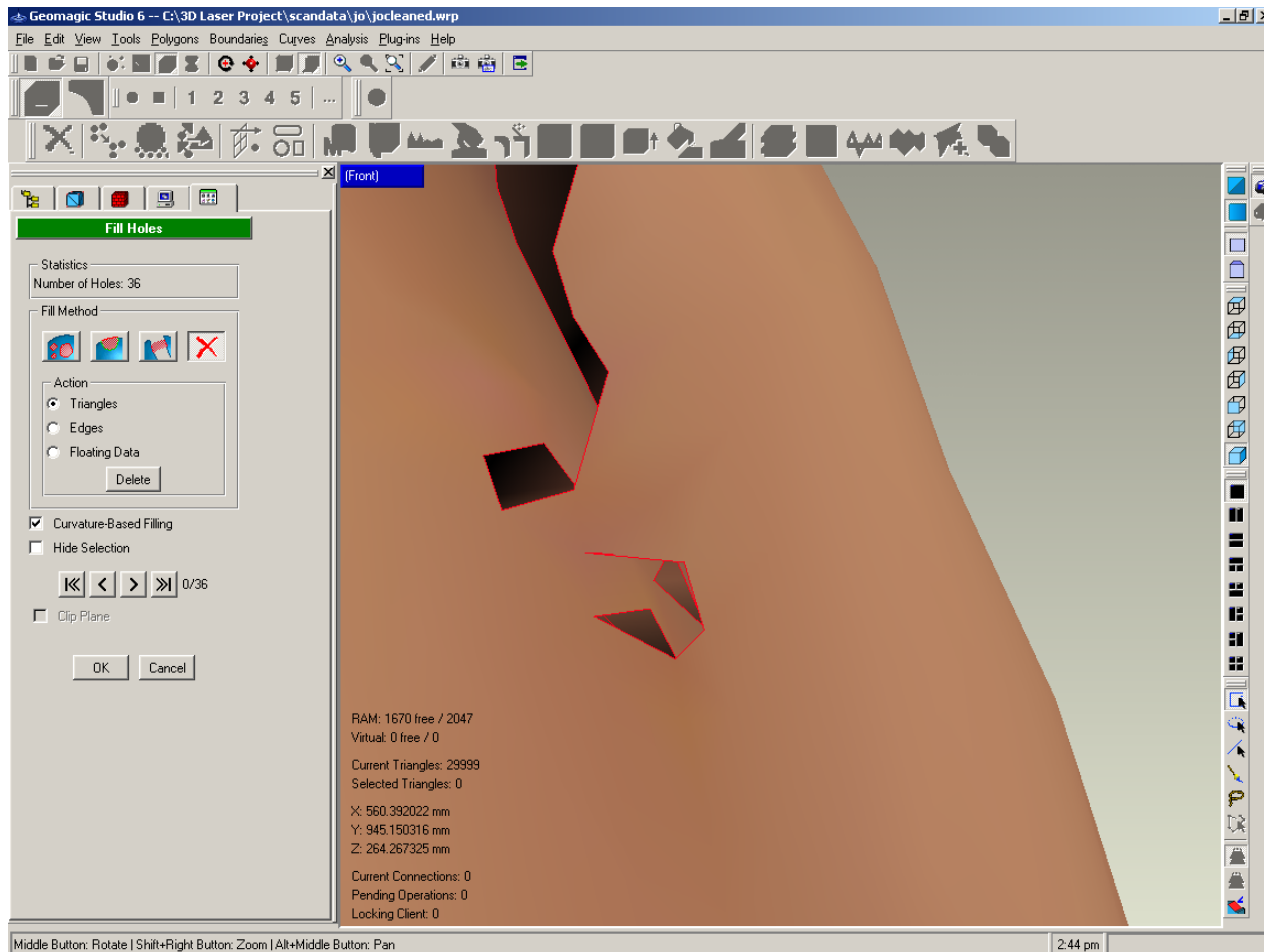
Modify selection in manual registration



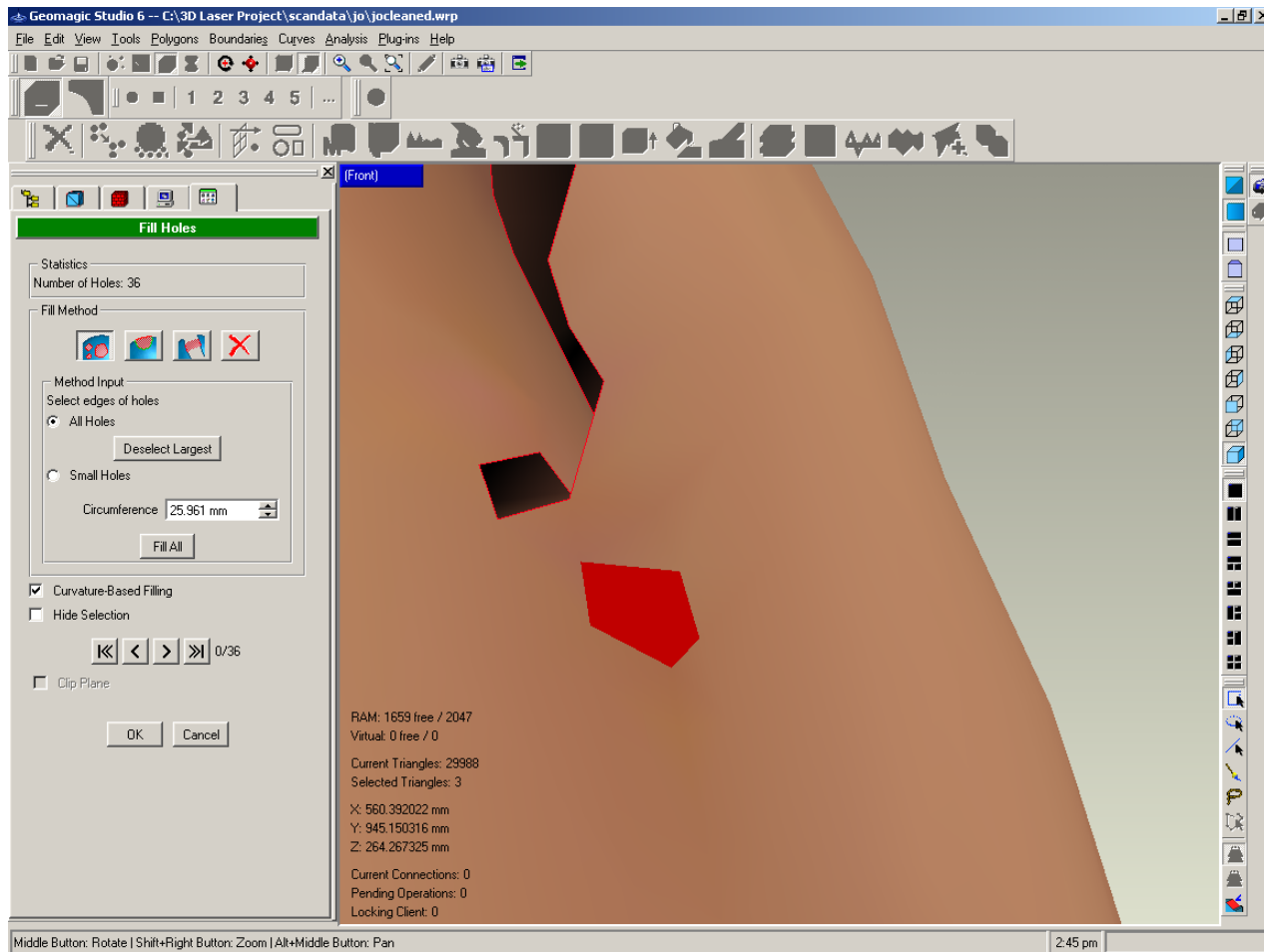
Global registration



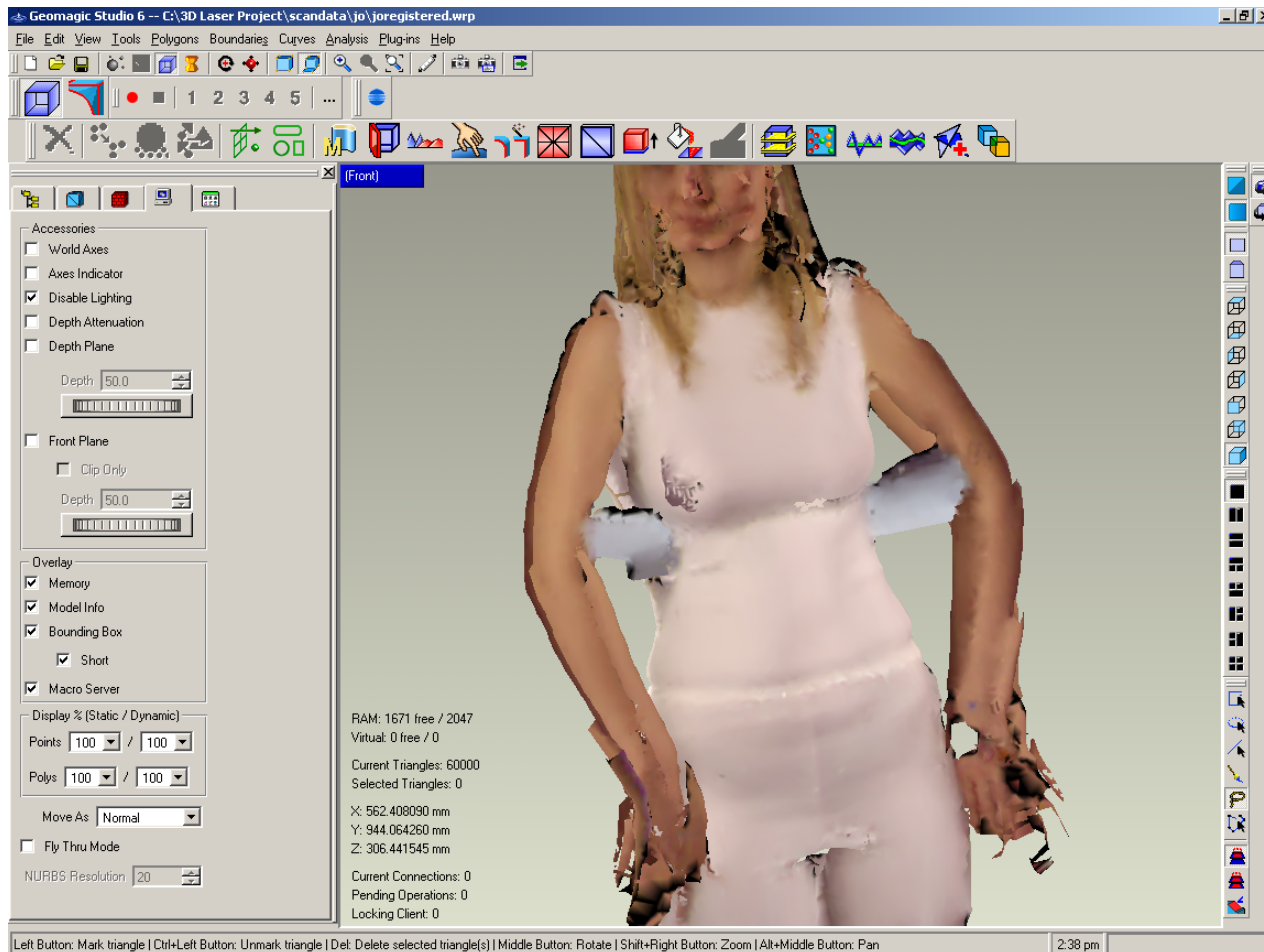
Holes in surface



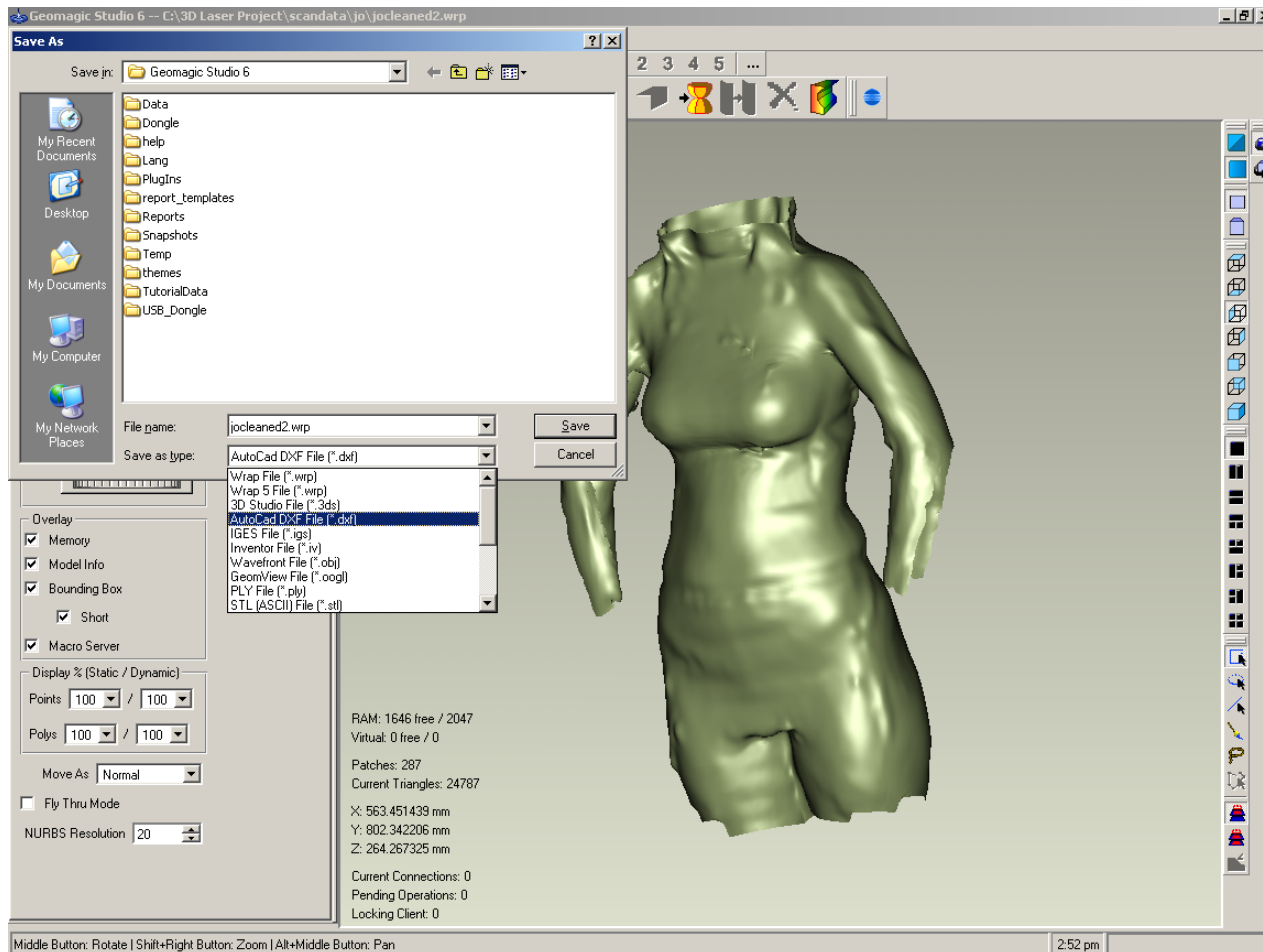
Quickly filled and smoothed



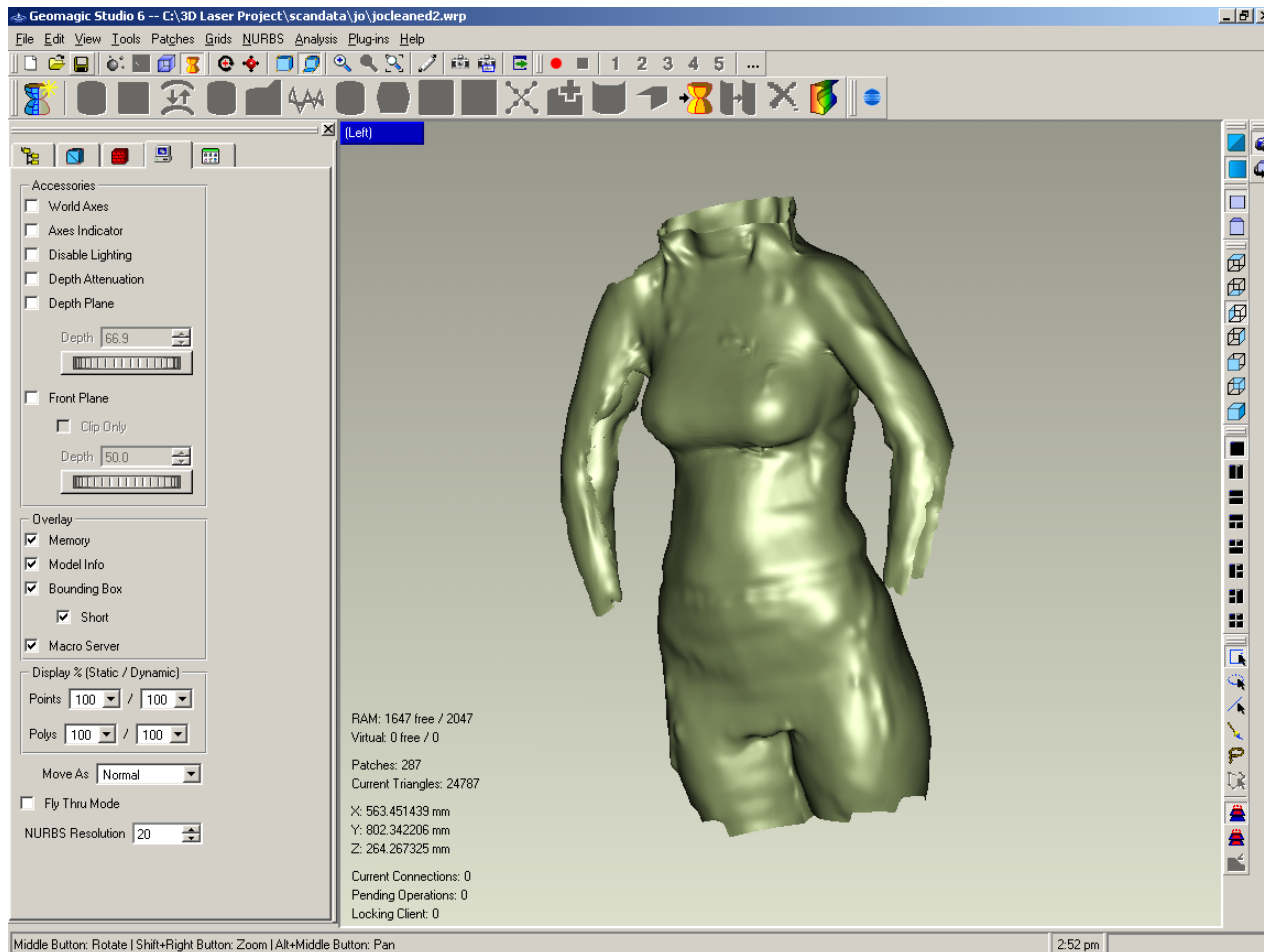
Merge points



Flexible export in 18 file formats



3D body model completed.



Recording:

Results of experiment(s)

- New methods for 3D practice in Fashion/Textiles BA & MA
- Transparency of Process
- Accuracy of data
- Ethics:
- Body catharsis awareness
- Avatar/ virtual body surface data
- 3D data for wearable fit and functionality